JUNE 20, 1949 PRICE 25 CENTS

BROADCASTING TELECASTING

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JUN 20 1949
DETROIT

Success story: Everybody knows that insurance is really tough to sell. But WLEE in Richmond can sell it! Just listen to what the manager of one of the big Richmond agencies wrote to us:

> "Local knowledge of our hospitalization insurance plan has never been greater, and we think much of the credit is due to the excellent radio contact work through your efforts. Our agents have expressed their thanks for the radio work . . . I personally have had many people contact this office because of the radio ads and these contacts have resulted in a higher percentage of first-call sales than other methods employed by our organization."

Merchants of all kinds in Richmond know that WLEE produces quick, profitable results. More and more national advertisers are following their lead and using WLEE. If you'd like to hear the whole WLEE story, call in your Forjoe man today.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

7am is S-hour

S for seven, **S** for *sales!* The 7 AM News on KDKA (like so many other early-morning shows on the tri-state Pittsburgh area's favorite station) has won a tremendous following among wide-awake, ready-to-buy listeners!

Item: Peter Paul, a KDKA advertiser for 11 years, uses this spot on Mondays, Wednesdays, and Fridays.. to sell its popular candy bars.

Item: Jack Swift, the 7AM newscaster, offered a household booklet for 25c on Tuesday, Thursday, and Saturday of a recent week (the days now open for sponsorship). 3,000 orders, with cash, rolled in.. proving once again that early-bird advertisers get *plenty* when they use KDKA to cover the vast tri-state Pittsburgh market. Get full details. Check George Tons at KDKA, or Free & Peters.

KDKA

PITTSBURGH 50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

Publis

Now on the air!

FM STATION

WFDR

104.3 mc

Operated as a Public Service by the International Ladies' Garment Workers' Union

New York City

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

IT MAY never be filed, but there's talk of multi-million-dollar restraint of trade suit by Benrus Watch Co. against NBC, CBS, Bulova Watch Co., and possibly others on theory that Bulova has sewed up under exclusive contract time signals on top network-affiliated stations. Rather, it's expected that current negotiations with Benrus by networks for choice station break spots will result in dispelling questionable litigation talk.

ALTHOUGH AFM resolution originating from floor at convention urged use of influence to obtain appointment of labor sympathizer to FCC when next vacancy occurs, Petrillo's office has no nominee in mind and says it will carry out resolution intent to letter.

ANNOUNCEMENT expected shortly on shift in sponsorship of Drew Pearson despite contract of Frank H. Lee Co. with some two years to run. Shift to be premised both on economic reasons and reported cooling off of Lee on commentator. Wm. H. Weintraub Agency, which has Pearson exclusively, is secretive about talks with prospective new sponsor.

NEGOTIATIONS between IBEW and CBS en-

(Continued on page 78)

Upcoming

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.
June 22: Town Meeting Committee of Radio Mfrs. Assn., Hotel Roosevelt, New York.
June 22-23: NAB Broadcast Adv. Bureau Advisory Committee, NAB Hdqrs., Washington.
June 23-24: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.
June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.

(Other Upcomings on page 47)

Bulletins

CBS-TV late Friday announced affiliation of WDSU-TV New Orleans, bringing network's total to 42. Station owned and operated by WDSU Broadcasting Services Inc., with Robert D. Swezey general manager. WDSU-TV also affiliated with ABC, NBC and DuMont.

U. S. ARMY and U. S. Air Force Recruiting Service, Washington, to sponsor *Red Barber's Club House*, on CBS AM and TV networks, starting July 2. Program to be simulcast Saturday, 6:30-6:45 p.m. Agency, Gardner Adv.

Business Briefly

TOBACCO DRAMAS ● U. S. Tobacco Co., New York, in August starts Sunday half-hour detective series featuring William Gargan on MBS, with video version to start about three weeks later on unspecified network. Agency, Kudner Agency, N. Y.

PHILIP MORRIS SHIFT ● Philip Morris (cigarettes) Aug. 4 assumes sponsorship of *Crime Photographer*, CBS Thurs., 9:30-10 p. m., when Toni Co. releases program. Philip Morris to drop present CBS time (Fri., 10-10:30 p.m.) and *Philip Morris Playhouse*. Agency, Biow Co., N. Y.

ALL-STAR SPONSOR ● Gillette Safety Razor Co., Boston, to sponsor All-Star baseball game July 12 on 500 MBS stations plus armed forces shortwave for sixth year. Game to be played at Brooklyn, broadcast starting at 1:15 p.m. Agency, Maxon Inc., N. Y.

GRAY TO BE SWORN IN

GORDON GRAY, president-publisher, Piedmont Publishing Co. (WSJS), and owner of WMIT (FM) Winston-Salem, N. C., to be sworn in as Secretary of Army today (see story page 44).

Justice Dept. Monopoly Probe Is Underway

INVESTIGATION of possible monopoly in broadcasting field is under way in Justice Dept.'s Anti-Trust Division, Senate Interstate Commerce Subcommittee on Communications was told Friday in wind-up of hearings on McFarland Bill to reorganize FCC procedures (early story page 25).

Disclosure came from James E. Kilday, chief of Anti-Trust's Transportation Section. He called it "a mild investigation," and later referred to it as involving "men looking into the possibility of an investigation of the radio field." He declined to elaborate to newsmen other than to say "several men" had been assigned and that it was based on "complaints" which he would not identfy. He did not think TV is involved except in a "corollary" way.

Existence of probe was revealed in course of questioning by Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, after another Justice Dept. official appeared at last moment to oppose certain provisions of his bill (S-1973) on grounds they would weaken "important" safeguards against monopoly.

Sen. McFarland professed astonishment at Justice Dept.'s opposition, which was directed primarily against proposed changes relating to renewals, elimination of "double jeopardy" on anti-trust matters, and imposition of anti-discrimination ban on FCC. Legislator labelled Department's statement "very dangerous testimony" which he did not think Department could endorse after careful study.

Question of clear-channels—perennially controversial but not touched in McFarland Bill—generated heat earlier in Friday session when Sen. Ed C. Johnson (D-Col.), chaiman of full commerce committee and author of clear-channel breakdown bill (S-491), greeted Director Ward Quaal of Clear Channel Broadcasting Service by demanding he be sworn and then loosing series of questions on lobbying.

E. B. Craney of Pacific Northwest "XL" stations, clear-channel foe whose Thursday testimoney prompted Mr. Quaal's appearance, was recalled and similarly sworn upon insistence of Sen. Homer Capehart (R-Ind.), who charged committee had been "unfair" to CCBS director.

In response to Sen. Johnson, Mr. Quaal said he was registered lobbyist, is paid $13,000 annually by CCBS, and had expense account around $1,015 from time he took job in February until end of first quarter. Expenses were more than $1,000 in April (mostly incurred at NAB Convention), less than $1,000 in May, and $124.69 for first half of June, he reported. Asked whom he "entertained" on expense account, he mentioned representatives of various stations and "various members of Congress." He conceded he had had material entered in *Congressional Record* without paying for it, but denied he was "mooching."

Mr. Quaal, under questioning by Sen. Capehart, identified Mr. Craney as head of Independent Broadcasters Protective League and said he knew Mr. Craney had engaged in lobbying.

Sen Johnson started to leave after exchange with CCBS director but was restrained by Sen. McFarland until after subcommittee chairman observed that he thought Mr. Quaal had "come to the right place" because committee felt only Congress, not FCC, has authority to authorize higher power which CCBS seeks. Sen. McFarland accepted, for record, statement by Mr. Quaal outlining CCBS case.

Sen. Johnson had returned, and Sen. Capehart had left, when Mr. Craney was recalled after testimony by another witness. Sen. Johnson said he had had Mr. Quaal sworn because that was his policy with testimony by any registered lobbyist. Mr. Craney said he did not object to being sworn but that he did not consider himself to be lobbyist and was not registered as one. He said he was appearing as individual, paid own expenses, and represented his own business.

Friday witnesses in less heated appearances before subcommittee included Joseph H. Ream, CBS executive vice president, who gave broad endorsement to McFarland measure and particularly its panel plan, FCC salary increases, removal of anti-trust "double jeopardy," and divorcement of FCC's prosecutory and judicial functions; and Gordon Brown, WSAY Rochester owner and plaintiff in pending anti-trust suit against networks, who recommended FCC be empowered to regulate networks directly rather than through stations.

Mr. Brown felt this should obviate situations like his, which he described as so time-consuming that "I'm going to be bankrupt before I can get a decision of the courts on whether the networks have been in violation of the anti-trust laws." Sen. McFarland indicated substantive measures such as this should be considered later in another bill.

Dr. Edwin H. Armstrong, FM inventor, had been slated to testify but was ill. Sen. McFarland said he would submit statement.

Meeting Mid-America's Need for News...

at a Very Low Cost per 1000 Coverage

KCMO's newscasters and full-time news staff are not content to rest on their teletypes! They're at it the clock around, pounding the pavement, checking the "line-up," getting the news for Mid-America!

Under the watchful eye of Jim Monroe, KCMO's news editor, Mr. Mid-America's newscasters give the latest to the listening millions . . . a dozen times every day. And their record on local scoops, exclusive phone recorded interviews, and complete national coverage have made the 8-TEN Spot listening a *must*.

This preference plus KCMO's *low*, low cost per 1000 coverage means a listenership bonus for smart sponsors. KCMO is Kansas City's most powerful station with 50,000 watts that blanket 213 Mid-America counties (inside measured .5 mv. area) with a farm-and-factory-rich population of over 5,435,000.

One Does It In Mid-America
One station
One rate card
One spot on the dial
One set of call letters

•

50,000 WATTS
DAYTIME—Non-Directional

10,000 WATTS *NIGHT*
—810 kc.

National Representative:
John E. Pearson Co.

KCMO

and KCMO-FM . . 94.9 Megacycles . . Kansas City, Mo.

Basic ABC for Mid-America

The Patroon* of the week

HELEN HARTWIG
Head Time Buyer,
RUTHRAUFF & RYAN

Miss Hartwig, with R&R for ten years, supervises the radio buying for LEVER BROS., DODGE DIVISION of CHRYSLER CORP., N. Y. STATE SAVINGS BANKS and GARRETT & CO. The William G. Rambeau rep today presented Miss Hartwig with a Patroon membership scroll and the deed to a tract of land in the heart of the Patroon country.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

Your advertising dollar on WPTR buys more than just air time. Your dollar on WPTR gives you excellent coverage of more than a million buyers, smart selling promotion, expert merchandising assistance, top flight production and a station which has proved to have exceptional selling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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Bruce Robertson, *Senior Associate Editor.*

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TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Not One . . . Not Two . . . But

THREE TOP-FLIGHT DISC JOCKEYS on CKLW

THE TOBY DAVID MORNING SHOW

● From 6 to 9 a.m. daily, Toby David's versatile music-with-comedy routine has won him a high morning rating in the Greater Detroit Area. He has proven, again and again, his ability to move merchandise off sponsor's shelves, fast!

EDDIE CHASE and his MAKE BELIEVE BALLROOM

● Afternoons, 3:30 to 4:45 and evenings 6:30 to 7:00 Eddie Chase's inimitable Make Believe Ballroom . . . of latest recorded dance tunes in a realistic ballroom atmosphere, has ranked him one of Detroit Area's top salesmen. His show listens smoothly with the public . . . and packs a sales punch with sponsors!

HAL O'HALLORAN'S DAWN PATROL

● From midnight to 4:00 a.m., O'Halloran—a star of National Barn Dance fame—amuses a big audience of stay-up-lates with request recordings and an agreeable brand of folksy humor. Participation in Hal's show means sure-fire results at dawn-to-earth cost!

VERY SOON!
50,000 WATTS
in the Middle of the Dial
at 800 kc.
•
A GREATER VOICE
. . A BETTER BUY!

● Many advertisers have already climbed on the bandwagon, due to the increased ratings of these shows. More will also line up under our new 50,000 watt power!

CKLW

Guardian Building, Detroit 26 • Mutual System

National Rep.
Adam J. Young, Jr., Inc.

Canadian Rep.
H. N. Stevin & Co.

ON THE WASHINGTON SCREEN

*. . . More people watch WMAL-TV Monday thru Friday from 6 to 7:15 p. m. Than all other stations combined!**

FRONTIER THEATER TOPS THE RATINGS Monday thru Friday from 6 to 7 p.m. in the American Research Bureau Survey of television viewing in the Nation's Capital! More than twice as many viewers between 6 and 7 p.m. as the other three stations combined . . . 70% of all viewers . . . and over 50% of them adults! This is the amazing story of Frontier Theater, the show that brings an hour long, full length Western film to the ENTIRE family five nites a week—the one minute participating announcements available between the Acts offer advertisers the largest and most complete audience of its kind in the great Washington market.

ACTION PACKED MOVIE SERIALS . . . like Frontier Theater, the serials are way out in front—reaching more men, more women and more children than all other programs combined from 7 to 7:15 p.m. Monday thru Friday. Of the total viewing audience at this time, 68% is watching the serials! Let WMAL-TV or ABC Spot Sales tell you the complete 6 to 7:15 p.m. story today.

JIM GIBBONS LED ALL SPORTSCASTERS, network and local, seen on the Washington Screen! His "Sports Reel" (now heard Monday thru Friday from 7:15 to 7:30 p.m.) received the highest rating of any show at that time . . . his "Sports Cartoon-A-Quiz" (Thursdays, 7:30 to 8 p.m.) received the highest rating of any studio sports show . . . and Wrestling which Jim handles each Wednesday from Turner's Arena was one of the top 15 shows (network and local) seen in Washington!

**American Research Bureau Survey*
Washington, D. C. - May 11-18, 1949

(Call ABC Spot Sales to see this latest audience Survey)

WMAL | **WMAL—TV** | WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Agencies

LOU HOLZER, radio director of Lockwood-Shackelford Adv., Los Angeles, elected vice president in charge of radio and member of board of directors.

HENRY T. EWALD, president of Campbell-Ewald, Detroit, elected to executive committee and board of directors of Arthritis and Rheumatism Foundation, which has headquarters in New York. Mr. Ewald also is chairman of Michigan chapter.

BERT K. SILVERMAN, until recently head of advertising agency bearing his name in Washington, joins Henry J. Kaufman & Assoc., Washington, as account executive.

BUDD GETSCHAL and **RICHARD ASH,** president and vice president, respectively, announce formation of Getschal & Richard Inc. at 49 E. 51st St., New York. Mr. Getschal, formerly vice president of Stuart Bart & Getschal Inc., has sold his stock interest in latter agency. Mr. Ash was general manager of Blaine Thompson Co.

ALAN J. JACOBS and **RUTH BRANNAN** elected vice presidents of Bozell & Jacobs, Chicago. Mr. Jacobs also elected to board of directors.

ERIC T. LIFNER, former advertising manager of Walt Disney Productions, joins Erwin, Wasey & Co., Los Angeles as account executive on Albers Milling Co. account. For 12 years prior to joining Disney Prod., Mr. Lifner was with Young & Rubicam in New York, Chicago and Detroit.

STANTON M. LENCHNER, who joined firm in 1947 and who handles many of its radio accounts, named junior partner of Susman & Adler, Pittsburgh.

ROBERT B. WESLEY, former president of Atlas Film Corp., Oak Park, Ill., joins Turner Adv., Chicago, as account executive.

GEORGE E. McLAUGHLIN appointed to public relations department of Gray & Rogers Adv., Philadelphia, after having served in agency's accounting department.

THOMAS M. MULLINS, formerly assistant to president, Irwin Vladimir & Co., New York, joins Atherton Adv., Los Angeles as production manager and account executive.

MARJORIE DORRANCE, former assistant to advertising director of BROADCASTING in New York office, joins copy staff of French & Preston Inc., New York. She will specialize in food accounts.

G. N. BEECHER Jr., whose background includes grocery advertising and merchandising, joins Kenyon & Eckhardt, New York, as account executive.

FRED TURNER, formerly sales and advertising manager of Collins Laboratories, joins Getz, Crenshaw Adv., Memphis, Tenn.

MELTON ADV., Dallas, elected to membership in Southwestern Assn. of Advertising Agencies.

CHARLES G. DOUGLAS Jr. of Lewis & Gilman Inc., Philadelphia, elected a director of Junior Chamber of Commerce of Philadelphia.

AL YALLEN, account executive with Adolphe Wenland & Assoc., Hollywood, is the father of a girl, Katherine Elizabeth.

ROBERT E. CLARKE & Assoc., Miami, announces opening of its Atlanta branch office in Rhodes-Haverty Bldg., headed by **GEORGE I. CLARKE.**

AGENCIES moving to new locations include: Los Angeles—**David Olen Adv.** to 1127 Wilshire Blvd., telephone, Madison 6-3269; **Erwin, Wasey & Co.** to 5045 Wilshire Blvd.

MAURICE V. ODQUIST, formerly director of merchandising and account executive at Newell-Emmett Co., New York, joins Kenyon & Eckhardt, New York, as an account executive.

ACTION-PACKED!

RED-BLOODED ADVENTURE!

ZIV

GUN-FILLED DRAMA!

BLASTS

SELLING RECORDS!

WITH

This Half-Hour

LOW-PRICED Western!

Proved for 3 years!... Renewed for 6 years!...

BY INTERSTATE BAKERIES (1948 GROSS: $58,724,649)

YOU'LL BE AMAZED AT THE SENSATIONALLY LOW PRICE!

Never before have you been able to offer your sponsors a selling program whose performance can be *proved* to them before they sponsor it! The record shows that "Cisco Kid" is America's greatest salesman! —that he is a terrific producer for any mass-sale product or service, in highly competitive markets. Here is a Western that pays off from the very first broadcast! Sponsors say: "This is the show we've been looking for!"

Wins Motion Picture Academy Award

"Cisco Kid" is only Western to ever receive this recognition. Six big-budget pictures are released each year by United Artists. Duncan Renaldo plays the part of "Cisco Kid."

Sensational Hoopers!

January, 1949, Pacific Hooper: 8.6. Consistently averages higher than any show primarily designed for children. Preferred listening by entire family! "Cisco Kid" has everything: Adventure — humor — drama — romance — heart appeal. "The Cisco Kid appeals to a tremendous audience" . . . say Interstate Bakeries.

These Promotions Pay Off!

Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, autographed fan photos, store displays, letters, photo postcards—complete localized campaigns.

"What Is Happening To Kid Shows?"

Write for this sensational analysis. It's an eye-opener!

CISCO KID GIVES THESE 3 GREAT RESULTS TO LOCAL AND REGIONAL SP

1. SPARKS SPONSOR'S SALES FORCE!

2. ENTHUSES SPONSOR'S DEALERS!

3. BUILDS A GRE[illegible]ID, TE[illegible] AND AD[illegible]UDIEN[illegible]

. . . that's the sensational success story of this terrific high-Hooper half-hour Western!
THE CISCO KID
O. Henry's Famous "Robin Hood of the Range"
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
CHICAGO
HOLLYWOOD
GICAL SPONSORS
ID, TEEN-AGE
UDIENCE!

Remember the story about...

Many powerful things had insignificant beginnings. Take radio stations. WWDC in Washington started out small. And then it grew . . . and grew . . . until today it's one of the most powerful forces for producing low-cost sales in this rich market. Call in your Forjoe man today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by
FORJOE & COMPANY

Feature of the Week

TOBACCO-CHEWING contest sponsored by WDVA Danville, Va., attracted 1,000 spectators to the Danville Livestock Auction and was so successful as a promotion stunt that the station plans to make it an annual affair.

Finalists in the contest, held May 31, appeared on the WDVA show, *King Cole Capers*, at 12:30 p.m. that day. A tape recording of the program was made for MBS and presented as the "kicker" on *Mutual Newsreel* the following day.

"Letters received from Mutual in New York and Mr. Seavey [Hollis M. Seavey, coordinator of news and special events for MBS, Washington] . . . bear out our contention that this was a different promotion stunt," said Bill Ashworth, WDVA promotion director.

Eleven contestants were signed up by Frank Raymond, WDVA farm service director. Plugs were weighed in by Thomas H. Brown, Danville Tobacco Assn. secretary, and the proceedings were described in play-by-play manner for WDVA listeners by Mr. Raymond.

The winner, Omer L. Glenn, representing the Virginia Tobacco Co., chewed his way to victory with a "chaw" weighing 4½ ounces. Danville's mayor, Everett E. Carter, presented to Mr. Glenn a "Bullseye" musically-toned, home-type

Mr. Raymond (center) and Mr. Brown check entry list. On table is the cuspidor first prize.

* * *

(Continued on page 48)

On All Accounts

WHEN Irving E. Stimpson was elected Seattle's Young Man of the Year for 1947, friends twitted him on having reached the peak of his career so early in life—and at times, even Irv must have felt that the rest of his life would be an anti-climax. But this spring, he was voted state president of the Washington Junior Chamber of Commerce, and now there's no telling where he will stop.

Irv's record of community service has included volunteer activity on behalf of the Jaycee, the Seattle Chamber of Commerce, American Cancer Society, Red Cross, Community Chest, Boy Scouts and American Legion, to name a few. When he stops for breath, he remembers that he also is a partner in the advertising and public relations firm of Frederick E. Baker & Assoc.

IRV

Born Jan. 23, 1914, in Portland, Ore., Irv went to Seattle six months later and has since made it his home almost without interruption.

His "rags to ruin career," as he describes it, began at the age of 18, when his father died. Just out of high school, Irv went to work for Safeway Stores as an "extra" clerk, to support his mother and two sisters. Talent and an unfulfilled ambition to be a cartoonist led him to the advertising department of Safeway, and by 1936 he had become assistant to the chain's divisional advertising manager for the State of Washington.

In February 1942, he enlisted in the Army Signal Corps and within a month was 2,000 miles into Alaska as a communications censor at Kanakanak ("Read it backwards," he says). Most of his Army time was spent in Alaska, where he was variously chief censor, chief cryptographer and T/4 in charge of the Signal Corps station W X F C at Excursion Inlet.

In Juneau, he organized and became president of the Enlisted Men's Club, a club which was run by and for the GI's and which, he now recalls, was "head and shoulders above all the other bars in town"—not a bad record for a man who suffers a two-day hangover when he occasionally takes a short beer.

One week after his Army discharge, in the fall of 1945, Mr. Stimpson married Annette Larson, who was born in Cordova, Alaska, but, like Irv, had spent most of her life in Seattle. They now have

(Continued on page 73)

For Profitable Selling INVESTIGATE

WDEL
Wilmington, Del.

WGAL
Lancaster, Penna.

WKBO
Harrisburg, Penna.

WORK
York, Penna.

WRAW
Reading, Penna.

WEST
Easton, Penna.

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

BIGGEST-studio audiences!
BEST-in station promotion!
FIRST-in total rated periods*!

*December through April Hooper Report

STUDIO AUDIENCES

Over 100,000 people visit WFBR every year —no other Baltimore station is even close!

STATION PROMOTION

Just won 3rd award nationally in the annual BILLBOARD competition. No other Baltimore station won any award!

HOOPER RATINGS

Tops in Baltimore! First in morning, first in afternoon, first in total rated periods!

When the last ounce of intensive coverage is needed —when the advertising has to deliver—in the Baltimore market, you need look no further than...

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

s'-Eye Radio"

is SMARTER RADIO

ONE of the obvious facts that confront any student of media is the wide variation among the stations of each network. In one area the affiliate may be a 50,000-watt, clear channel farm station; in another, a regional 1000-watter, or even a 250-watt local station. . . .

In radio, only national *spot* (Bull's-Eye) radio permits you to choose your stations by power, by coverage-area, by type of programming, or by the other yardsticks you employ.

If you want your radio and television to reach out for the greatest possible percentage of your best prospects, at the time when they listen, in the areas where they live—well, Free & Peters have been specializing in national spot radio since 1932, and we believe we'll appreciate and understand your sales/advertising problems a little better than any other people you've ever met. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Likes Cowan Piece

EDITOR, BROADCASTING:

. . . Reading your June 6 issue I was particularly impressed by the article . . . about the life and career of Louis G. Cowan . . . story was . . . in excellent style. . . .

Clark N. Barnes
Burn-Smith Co. Inc.
Los Angeles

* * *

Spot-Rate Idea Ok

EDITOR, BROADCASTING:

Congratulations on your Spot Rate Finder idea—we definitely want to be included. . . .

Graham H. Moore
Commercial Manager
KCBQ San Diego, Calif.

* * *

Easter Seal Sales

EDITOR, BROADCASTING:

Your generous help during the Easter Seal campaign . . . had a far-reaching effect. . . . Our executive secretaries in 48 states, Hawaii and Alaska, tell us of growing interest and helpfulness from their local radio stations . . .

Lawrence J. Linck
Executive Director
The National Society for Crippled Children and Adults Inc.
Chicago

* * *

The High Cost of. . .

EDITOR, BROADCASTING:

Many thanks for that excellent editorial "Prince or Pauper" [BROADCASTING, May 23]. From what you say, that man Godfrey gets $20,000 more than I do. What I get has always puzzled me because I never seem to see any of it. Here's the $64 question: Does the extra $20,000 enable the inimitable Arthur Godfrey to pay his taxes? I've never quite caught up . . .

Lowell Thomas
CBS New York

* * *

Milwaukee Story

EDITOR, BROADCASTING:

May I compliment you on your Milwaukee Radio Market story.

No one has ever been able to catch the real spirit of the city. Your representative in Chicago has done a very able job.

I know. I have lived and worked there.

George P. Herro
Publicity Director,
Midwest Operations, MBS
Chicago

* * *

EDITOR, BROADCASTING:

BROADCASTING has always played fair with us and we wouldn't miss an issue, but our face is a little red, after reading the wonderful market survey story of Milwaukee, and not even a mention of our powerful little 250 watter.

By actual field intensity measurement we cover the greater Milwaukee market better than two of the metropolitan Milwaukee stations do, and receive thousands of letters from the area. Our transmitter is just 15 airline miles from downtown Milwaukee . . . we're not angry, but we are rather proud of our market.

Russ Salter
Secretary-Treasurer
WAUX Waukesha, Wis.

[Editor's Note: The Milwaukee study did not include stations located outside the city limits of Milwaukee.]

* * *

Agree With Gill

EDITOR, BROADCASTING:

We were very much interested in the Gill report on listening habits of AM vs. TV listeners in the June 6 issue of BROADCASTING. . . . Also would like to say that we agree with your editorial about the report; others have been content to speculate and daydream about the impact of TV on AM radio, while Gill got down to cases to get the real answer. . . .

T. K. McCrum
Secretary
People's Broadcasting Co.
Minneapolis, Minn.

* * *

Engineering Handbook

EDITOR, BROADCASTING:

In the "Open Mike" section of your May 30 BROADCASTING, you published a letter from Chief Engineer Robert M. Harvey of WKBC North Wilkesboro, N. C., in which he said, ". . . I have been wishing there was available a book written expressly for the chief engineer of the broadcast radio station. . . ." While we have written direct to Mr. Harvey, we feel that there are probably many engineers who have not seen the announcement of the publication of the *Third NAB Engineering Handbook* in August. This 500 page, post-type binder handbook is not designed expressly for the chief engineer but for the broadcast engineer and will contain essentially all the desired information set forth in Chief Engineer Harvey's letter.

The new *NAB Engineering Handbook* is broken down into six sections, namely: Regulations and

(Continued on page 46)

WSBT

—and only WSBT

—commands the

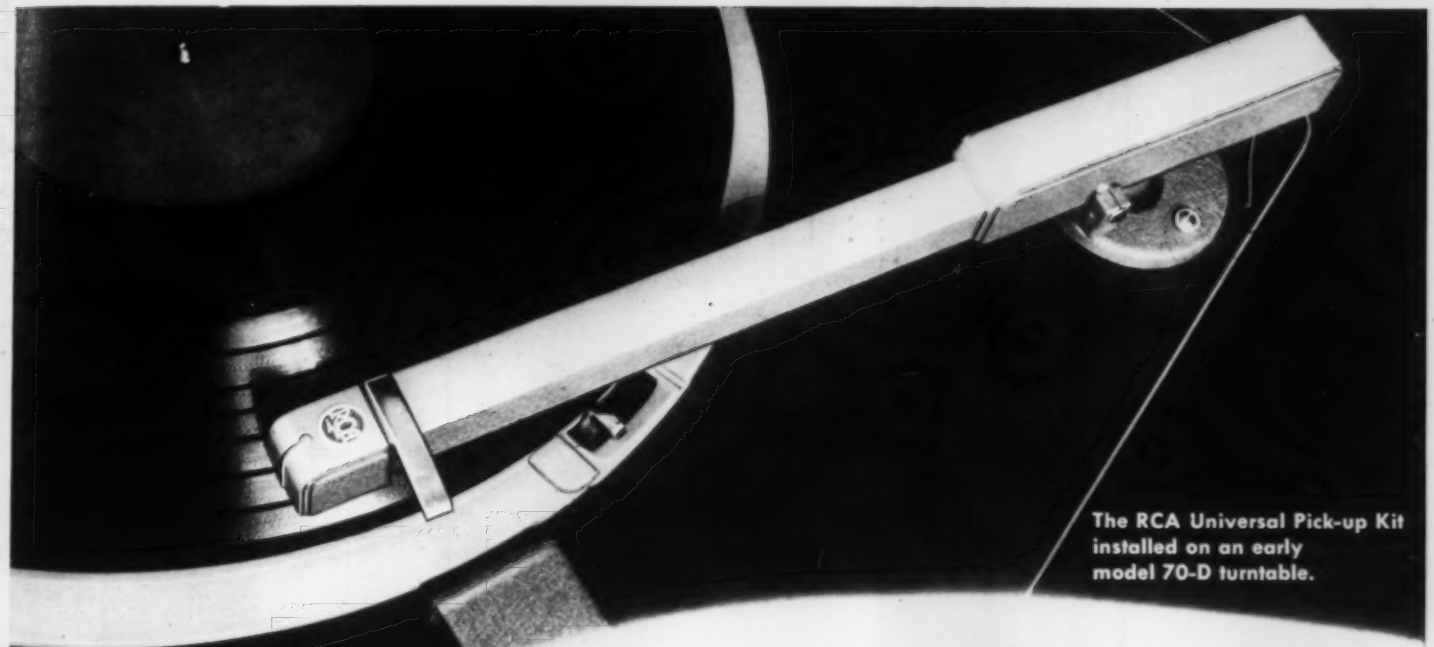
South Bend audience!

Sure, people *can hear* other stations in South Bend—but they *listen* to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



The RCA Universal Pick-up Kit installed on an early model 70-D turntable.

Only 11 days left—

to buy this high-fidelity playback kit for $149.50*

AND SAVE $75.50

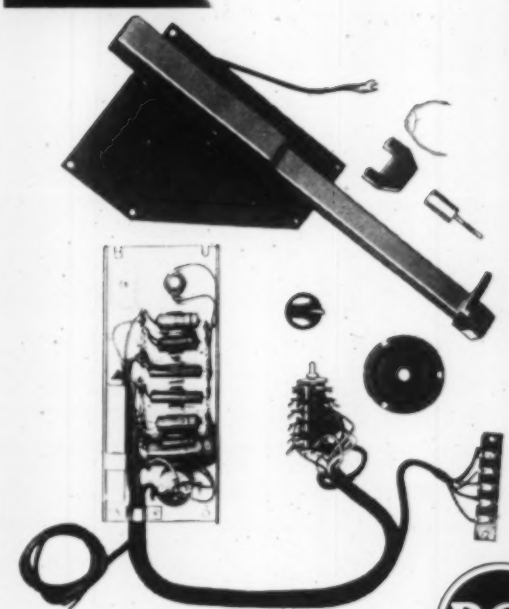
NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having *adjustable* weight and *adjustable* vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA's 90-Day "Spot" Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it's available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19FC, RCA Engineering Products, Camden, New Jersey.

*90-day reduced price, April 1 to June 30, 1949 (price does not apply outside continental U. S. A.).



The complete Universal Pick-up Kit MI-4875-G.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Watch the New WDSU

No other New Orleans station is doing so much, for so many . . . . . so successfully!

Televised for the First Time!
The World Famous Mardi Gras
(Sponsored by General Electric)

"New Voices"
A Simulcast (AM-TV-FM) Series. One of the many new WDSU Productions.
(Open for Sponsorship)

5000 WATTS • ABC • Represented by JOHN BLAIR & CO

New Business

RED CHERRY INSTITUTE, through Western Adv., Chicago, making spot check among coast-to-coast stations for reaction to proposed open-end one-minute commercials to be sponsored locally. If initial check is favorable, complete station list in major national markets will be queried.

OHRBACH'S, New York, Newark and Los Angeles stores, announces appointment of Doyle Dane Bernbach Inc., New York, to handle its entire account, including radio, television, newspapers, and billboards. Firm is currently sponsoring the Sunday *Hi-Jinx* show on NBC-TV.

PARKVIEW MARKETS Inc., Cincinnati, appoints Keelor & Stites Co., Cincinnati, to handle its advertising. Agency will handle firm's sponsorship of *Dinner Winner,* local giveaway show on WCPO Cincinnati, and, in addition, will work on development of TV campaign geared to specific needs of retail grocer advertising. **Arthur Radkey** is account executive.

J. R. WATKINS Co., Seattle, direct-to-consumer sales organization, sponsoring *House to House,* half-hour weekly musical show on KJR Seattle, Friday, 8 a.m. Account placed direct, and marks firm's first use of radio in its 86 year history.

WIMBLEDON SHIRT Co., Chicago, appoints Louis A. Smith Agency, same city, to handle advertising effective July 4. Radio and TV will be considered.

QUALITY TELEVISION Corp., Los Angeles, new **Bob Hope** television enterprise, appoints Los Angeles office of Buchanan & Co. to handle advertising. New firm is headed by **Richard F. Gibson,** president and Mr. Hope, chairman of board (see Radiorama, page 30).

STATE OF WASHINGTON appoints MacWilkins, Cole & Weber, Seattle, to handle its advertising. Radio will be used for portion of $30,000 budget, with spot campaigns concentrated in Sacramento, San Joaquin Valley and parts of Idaho and Montana. **W. H. Sandiford,** account executive, is directing radio campaign.

PRUDENTIAL Insurance Co. of America, Western home office, Los Angeles, through Botsford, Constantine & Gardner, that city, planning 13-week test campaign on two Phoenix stations, KOY and KTAR to start in late July. One-minute spots and chainbreaks will be used.

P. H. POSTEL MILLING Co., Mascoutah, Ill. (Elegant feeds and flour), appoints Warner, Schulenburg, Todd & Assoc., St. Louis, to handle advertising. Radio will be used in South and Midwest. **Josephus M. Todd Jr.,** president of agency, is account executive.

BRENTWOOD COUNTRY Mart, Brentwood, Calif., sponsoring 13-week series of participations on three Los Angeles stations; three weekly on KNX *Sunrise Salute;* two weekly on KECA *Art Baker's Notebook* and KFI *Ladies Day.* Agency: Irwin-McHugh Adv. Inc., Beverly Hills, Calif.

AMALIE DIVISION, L. Sonneborn Sons Inc., New York, for Amalie Pennsylvania Motor Oil and lubricants, sponsoring midget auto racing on WPIX (TV) New York, from Freeport, L. I., Muncipal Stadium, Friday, 9 p.m. to conclusion. Agency: Hicks & Greist Inc., New York.

CAL-DAK Co., Colton, Calif., manufacturer of clothes baskets, trays and tray stands, appoints The Jordan Co., Los Angeles, to handle advertising. Radio and television will be used. **J. D. Hood** is account executive.

ROBIN AIRWAYS Inc. appoints Dan B. Miner Co., Los Angeles, to handle advertising. Initial campaign will include radio in Los Angeles and San Francisco areas. **John R. Christie** is account executive.

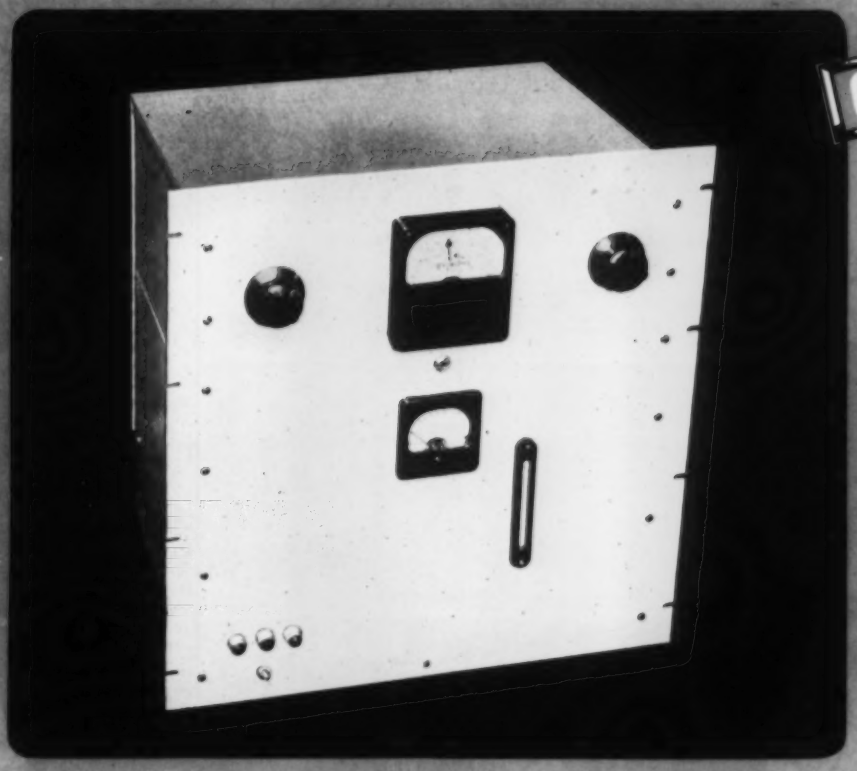
HEADQUARTERS FIFTH ARMY, Chicago, re-appoints for second year John W. Shaw Adv., Chicago, to handle Army and Army Air Force recruiting promotion in 13-state area. Fifth Army is currently using spots on 130 stations.

BIG BEAR Land & Water Co., Los Angeles (Peter Pan Rancho Club lots), appoints Raymond Keane Adv., that city, to handle advertising. Company currently sponsoring five weekly quarter-hours on KIEV Glendale, Calif.

Network Accounts • • •

PABST BREWING Co., Chicago, through Warwick & Legler, New York, sponsoring *NBC Theatre,* featuring adaptations of Hollywood films, Friday, 8:30-9 p.m. on NBC. Fourteen-week series takes over Eddie Cantor time spot.

(Continued on page 70)



Front view of the MO2890 Frequency Monitor designed to match its companion instrument, the MO2639 Modulation Monitor.

GET *GOOD* DELIVERY ON YOUR FREQUENCY MONITOR

Approved---
The Gates MO2890 AM
Frequency Monitor

Back view of the MO2890 Frequency Monitor. The complete oscillator Circuit is contained in the dual temperature controlled oven in the lower left corner.

Since announcement of the Gates MO-2890 Frequency Monitor a few months ago, nearly 300 have become day in and day out dependable indicators of frequency drift.

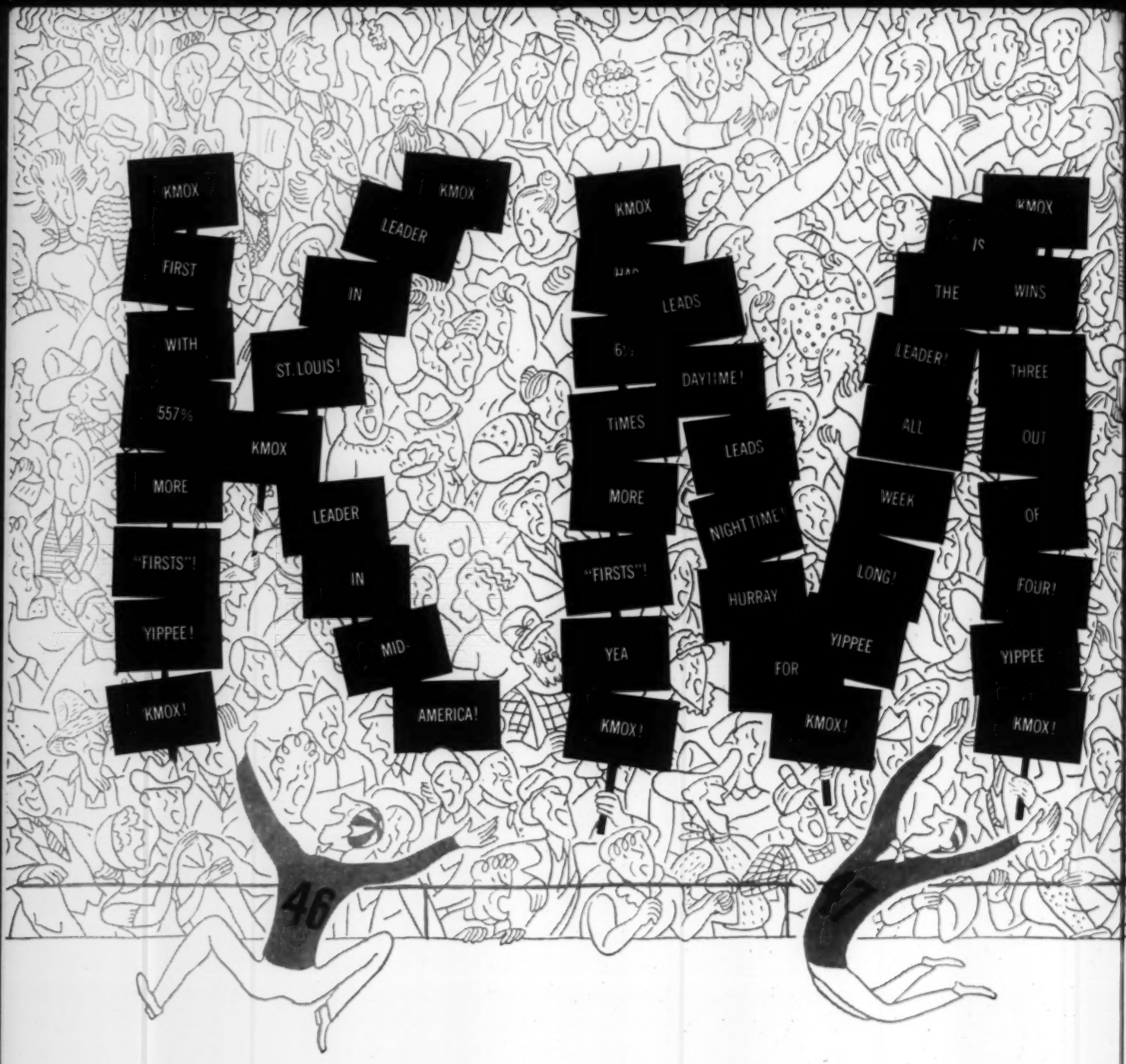
The MO-2890 Monitor is indeed a precision instrument with features that broadcasters like—the biggest of which—like all Gates equipment, is dependable trouble-free operation.

Write for a brochure on this instrument today or—of course if you would like a complete leather bound Gates catalog, it's yours for the asking on your company letterhead.

Gates Radio Company
Quincy---Illinois

Eastern Zone Office
GATES RADIO COMPANY
Warner Building
Washington 4, D. C.

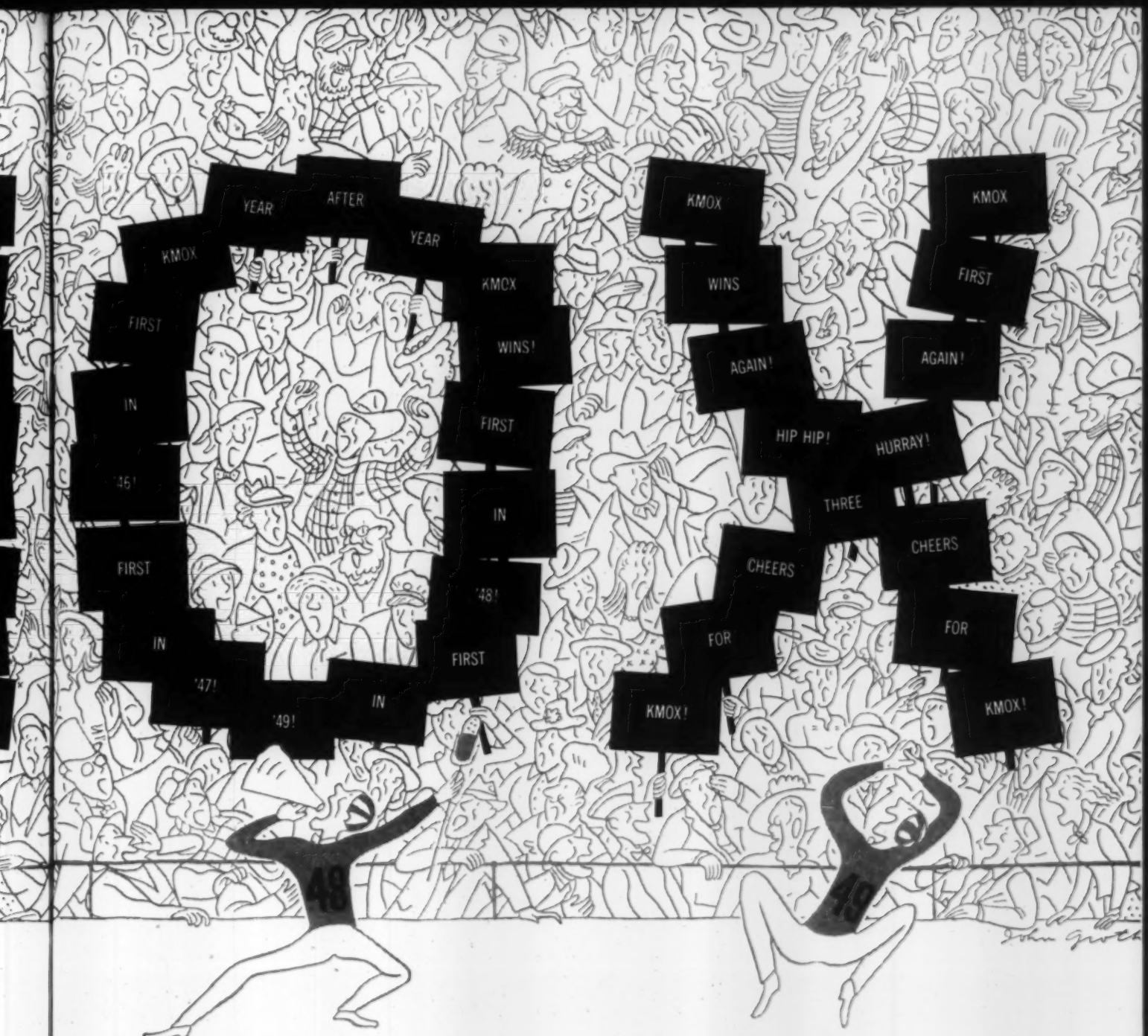
Export
Rocke International
13 E. 40th Street
New York 16, N. Y.



Year after year... MORE AND MORE PEOPLE FOLLOW THE LEADER IN MID-AMERICA

Again this year—as in 1946, 1947, and 1948—"The Voice of St. Louis" is the unchallenged leader in vast Mid-America! That's proved again by the new 1949 CBS-KMOX Listener Diary, conducted by impartial Benson & Benson, Inc., throughout KMOX's 70-county 50-100% BMB Area.

THROUGHOUT THE ENTIRE WEEK—KMOX is first in 78% of all quarter-hours, day and night... a *36% increase* in KMOX's margin of leadership just since 1946! In '46, KMOX was first in 57% of all quarter-



hours. In '47, KMOX's lead jumped to 70%. In '48, up again to 78%. And in '49—with BMB* reporting an increase of 56,650 new radio homes here—KMOX still leads in 78% of all quarter-hours. *That's 6½ times as many firsts as any other station, and 3½ as many as all other stations combined.*

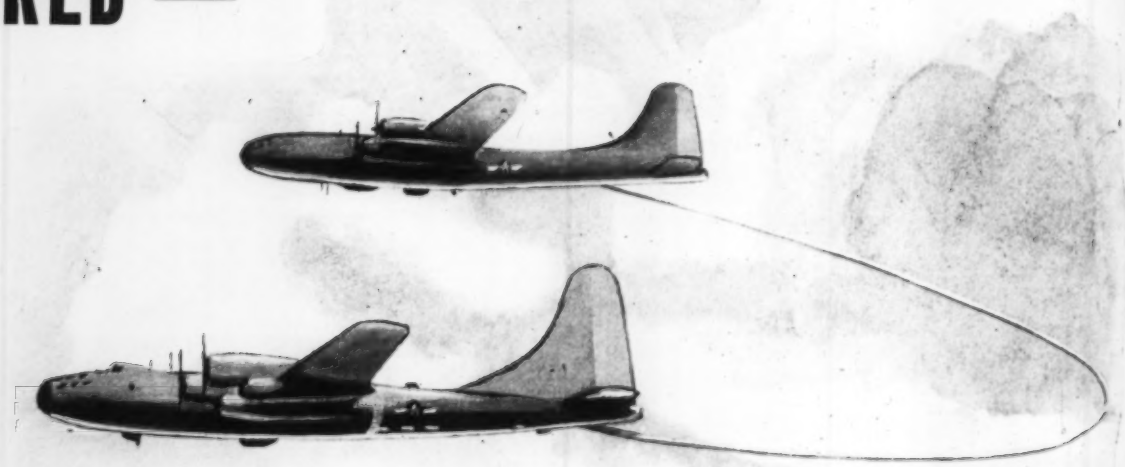
DAYTIME (6:00 AM-6:00 PM)—KMOX leads in 75% of all quarter-hours...with 6½ times as many firsts as its closest competitor and 3 times as many as *all* competition combined.

NIGHTTIME (6:00 PM-Midnight)—KMOX leads in a smashing 84.5% of all quarter-hours...with 6½ times as many firsts as the next station and 5½ times as many as *all* others combined.

To be a sales leader in two-and-a-half-billion-dollar Mid-America, get in front by getting on KMOX, Mid-America's undisputed leader. You can get the whole story from us or Radio Sales.

★*BMB, Radio Families, 1948*

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . .

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

Big talk, you say, and where is the *proof?*

Well, BMB audience figures prove that WKZO, Kalamazoo, and WJEF, Grand Rapids, are tops in Western Michigan's *rural* areas. And the February-March, '49 Hooperatings show that WKZO-WJEF have the *greatest Share of Audience* in their respective cities — WKZO getting a *57.8%* total-period rating in Kalamazoo, and WJEF *26.5%* in Grand Rapids.

These two stations deliver 41.5% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids. Yet WKZO-WJEF's combined rate results in a 20% saving for advertisers!

Write to us or ask Avery-Knodel, Inc. for all the facts which prove WKZO, Kalamazoo, and WJEF, Grand Rapids, deliver *more* Western Michigan listeners for *less* money! . . . You'll be glad you did!

* *The United States Air Force did it in February, 1949.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 36, No. 25 WASHINGTON, D. C., JUNE 20, 1949 $7.00 A YEAR—25c A COPY

RACE TRACK RESULTS

FCC May Issue Stiffer Policy

By LARRY CHRISTOPHER

FCC may soon review its policy with regard to race horse programs.

This was indicated last week as transcripts became available from the investigation of WTUX Wilmington, Del., to determine if that station's race horse programming has aided illegal gambling activities.

Instigated upon complaint by Wilmington's superintendent of public safety, Andrew J. Kavanaugh, the hearing has brought directly to the Commission's attention that:

● Its policy conclusions in the WWDC Washington case may be cast in doubt by testimony of local police—confirmed by certain self-styled present or former bookies themselves—about race program details and length of delay in airing of winners.

● Local police authorities find the use of radio by bookies is increasing as telephones are confiscated and believe that police elsewhere may be facing the same problem.

● These same authorities believe the problem of broadcast aid to gamblers is not a one-station or one-community matter, as radio signals cross municipal boundaries, hence their appeal for FCC action.

Extent of Any Changes

Big question in the minds of observers last week was how far-reaching will the Commission's reconsideration be, what forms will it take and when will it come. Some saw the FCC withholding action on all applications of stations having similar programming until the issue is settled.

Further, there appear to be two schools of thought within the Commission on settlement of the issue. One would call a general rule-making proceeding, a general investigation of the problem from a nationwide standpoint. Such a hearing would conclude with issuance of rules and regulations on race horse and like programming similar to the proposed lottery rules now under consideration. The other school would make WTUX a test case, run it through the courts to final settlement and then swing into action, depending upon outcome of the litigation, against all other offending stations when their renewal bids or other applications were presented for approval.

There was speculation as to which of the two methods is the more favored, but it was pointed out that rule-making would be quicker than litigation and hence perhaps the one that would be used. Some reservation also was made, however, as to whether the matter would finally issue in view of the nature of the subject matter itself, the press of other matters before the Commission and some conflicts of opinion and testimony in the WTUX case.

Hearing in Wilmington

The WTUX hearing had been ordered by the Commission last February [BROADCASTING, Feb. 28]. It commenced in Wilmington May 23 before FCC Hearing Examiner Jack P. Blume and was recessed May 26 to resume last Friday in Washington. However, Thomas W. Wilson and Lester P. Carr, WTUX counsel, were expected to seek continuance in order to prepare proposals of modified programming. WTUX is a daytime only outlet, assigned 500 w on 1290 kc.

Superintendent Kavanaugh's complaint which caused the hearing was a letter to FCC last October. He wrote that it was alleged WTUX was "collecting a certain monthly payment from the various race horse rooms within the city," that the station had broadcast it would not let other program material interfere with the giving of race information, that the airing of results was almost instantaneous and that in many recent bookie raids the police found radios tuned to WTUX.

Medium's Future Role

The public safety superintendent said also in his letter that "we honestly believe that the radio and television, in the very near future, are going to take the place of the telegraph system heretofore used in transmitting racing information." He thereupon asked FCC to monitor WTUX and "collect the evidence which we believe is now available of its violation of the FCC regulations."

WTUX Agreement

The city official's letter also advised the Commission that WTUX "has entered into some agreement with the William Armstrong Sports Publications" of New York which "prints an exclusive information sheet known as the *Armstrong Racing Sheet* which gives the horses, the odds and the information on race tracks."

WTUX's co-owners, Gordon K. MacIntosh and Howard R. Robinson, replied to FCC in November, explaining the station's programming and denying certain of the allegations. They explained that station had been airing race information for a long period of time using

(Continued on page 47)

$50 MILLION

Networks Back Ad Council

FIFTY MILLION dollars worth of network radio programming was put behind public service campaigns of The Advertising Council in 1948, the council estimated in an annual report released last week.

Major network radio support was given to 15 priority projects of the council, and additional coverage was devoted to 42 other council campaigns. The council estimated that a total of nearly 15 billion listener impressions were scored in the year.

"The value of this contribution by American business is evident in the tremendous circulation received by Advertising Council campaigns during 1948," Stuart Peabody, chairman of the radio and television committee of the council and assistant vice president of The Borden Co., said in the report.

The council pointed out that the report was confined to the public service performance of networks and their advertisers and agencies and did not attempt to assess "the tremendous amount of local time and talent which individual radio stations contributed to public service organizations and government agencies."

Total circulation of the network

* * *

Mr. PEABODY

public service messages in 1948 was estimated at 14,858,520,000 listener impressions. The report pointed out that public service programming remained at the high volume which had been maintained in 1946 and 1947.

"By using published network rates and talent costs and allowing every available discount," the report said, "it can be estimated that the total cost to the advertisers and networks of the time and talent of the programs which carried these public service messages in 1948 would be well over $50 million."

The cost of time and talent actually devoted only to the public service messages themselves was estimated at from $13 million to $15 million.

"Although it has been a number of years since the expediency of war brought the [council's] Radio Allocation Plan into being," said the report, "American business is still doing an outstanding job of public service through radio—and, more important, this type of public

(Continued on page 51)

WMOB SOLD—OFF AIR

Costs, Union Cited

By J. FRANK BEATTY

WMOB Mobile, Ala., ceased operation last Tuesday midnight in the highly competitive five-station market after sale of its physical assets to WABB Mobile, *Press Register* station, for a reported $150,000. The Nunns retained accounts receivable.

The transaction, which eliminates one AM competitor in the market, carries with it the assignment of WMOB's ABC affiliation to WABB, which now is a joint ABC-MBS outlet. A similar sales option, it was learned, had been held by Fred Weber, interim WMOB manager and former stockholder and general manager of WDSU New Orleans. Mr. Weber relinquished his option to permit the Nunns to complete the WABB transaction.

Closing of WMOB was ascribed by J. Lindsay Nunn, chairman of the board of the station group, to continued operating losses due to rising production costs and union demands for higher wages. The action was announced by Mr. Nunn at 6 p. m. Tuesday, just six hours before the last signal was emitted.

WABB will carry out all WMOB advertising contracts and it has named Branham Co. as national representative. W. J. Hearin Jr., WABB executive vice president, said WABB will give Mobile listeners the cream of ABC and MBS programs.

WMOB had been involved for a fortnight in negotiations with IBEW over the union's contract with the station. The union had been picketing the station up to the time of its death, though IBEW technicians remained on the job. It was indicated in union circles that the picketing was designed to show IBEW resentment against inability to reach an agreement with WMOB.

Mr. Nunn, father of Gilmore Nunn, president of the Nunn group, issued a statement in Mobile explaining that "production costs have been spiraling sharply in recent years. This has been culminated by recent wage increase demands and picketing of our studios by the radio electricians union.

"These two combined factors made it impossible for our company to continue absorbing operating losses. Our regret of the decision to liquidate and close WMOB is tempered somewhat by the knowledge that ABC network programs rather than being abandoned altogether, will continue to be supplied to the people of Mobile and vicinity by WABB, the *Press Register* station."

Mr. Hearin said that a few time changes were necessary in some of the established WABB programs because of the dual network operation. "Our objective is to select the cream of the output from both networks and serve it to the people," he added.

WMOB was started in 1939 by S. B. Quigley, Mobile, in the auto finance and radio appliance business. It originally operated with 100 w daytime on 1200 kc but later was assigned 250 w fulltime on 1230 kc.

The station was bought by the Nunns for $250,000 in 1945, shortly after Gilmore Nunn returned to business after service in the Army. The transfer was approved in April 1946 by the FCC.

Addition of WMOB brought the number of Nunn stations to five. Other members of the group: WLAP Lexington, Ky.; WCMI Ashland, Ky.; WBIR Knoxville, Tenn.; KFDA Amarillo, Tex.

Studios and offices of WMOB have been located at 458 Government St., Mobile. After the station had shut down Tuesday, phone calls were referred to WABB.

No indication has been given of disposition to be made of the WMOB equipment. WMOB held a permit for an 8.8 kw Class B FM station on 97.5 mc.

FCC had not received the license surrender papers as BROADCASTING went to press at the weekend.

Mobile has four stations now operating. WABB operates on 1480 kc with 5 kw fulltime, along with a 50 kw FM station on 102.1 mc. Both stations operate from 6 a.m. to midnight seven days a week. WABB studios are located in Radio Center, Press Register Bldg.

WALA operates with 5 kw fulltime on 1410 kc. It is an NBC affiliate. WKRG on 710 kc operates with 1 kw daytime and 250 w night and is a CBS outlet. It also operates a 3 kw FM station on 99.9 mc. WKAB, 1 kw daytimer on 840 kc, is an independent outlet. Like WKRG and WABB it was founded after World War II.

Addition of three postwar stations to the city, said to have a population of around 175,000, was believed a critical factor in WMOB's abandonment though the war boom had brought a heavy increase in population and income.

Last act of WMOB Tuesday evening was to carry a series of announcements informing listeners they could hear their favorite ABC programs on WABB starting Wednesday morning.

Several other stations have left the air in recent months because of economic conditions. WTWS Clearfield, Pa., with 250 w on 1490 kc, left the air May 25 after a brief period of operation. KRKN Fort Smith, Ark., founded in 1947, abandoned its 1230 kc 250 w facility (same as WMOB) March 15 on the ground it was economically unsound to compete with three other stations in a city of 50,000. KABR Aberdeen, S. D., left the air April 1 for economic reasons. It was founded in 1935 and operated with 5 kw on 1420 kc. WKOB N. Adams, Mass., founded in 1947, abandoned its 250 w daytime on 860 kc last February.

CRAGSTON UPPED

Ziv Also Adds Long, Wester

FREDERIC W. ZIV Co. last week announced appointment of Barney Cragston as assistant sales manager and Dewey H. Long and William C. Wester as account executives.

Alvin E. Unger, Ziv vice president in charge of sales, said Mr. Cragston will continue to headquarter at Ziv's Cincinnati office, as he has since joining the company in 1947.

Mr. Long, who until recently was general manager of WMOB Mobile, Ala. (see separate story, this page), will headquarter in New Orleans. Before joining WMOB he was WBT Charlotte, N. C., commercial manager, WSAI Cincinnati sales manager and Chicago representative of Crosley Broadcasting Corp.

Mr. Wester was president and commercial manager of WMUS Muskegon, Mich., before joining Ziv.

Mr. CRAGSTON

NETWORK BILLINGS

April Gross Declines

GROSS BILLINGS of the four nationwide networks in April totaled $16,760,805, according to Publishers Information Bureau. Figure shows a decline of 5.3% from the $17,705,004 gross billings for March of this year. April total is also down 1.7% from the gross for the same month last year.

January-April gross for 1949 was $68,278,495, PIB reported, a drop of 1.2% from the gross billings for the first four months of 1948.

Food Accounts Lead

Food and food advertising accounted for the largest network billings of all groups of advertised products in April. Toilet goods ranked second, tobacco products third, soaps and cleansers fourth and drugs fifth for the month. The same order holds for the first four-month period of this year.

Production group breakdown of expenditures for network time follows, showing gross billings for April and for the first four months of this year, with comparable figures for the same month and four months of 1948.

NETWORK GROSS BILLINGS

(Source: Publishers Information Bureau)

	April 1948	Jan.-April 1948	April 1949	Jan.-April 1949
Agriculture	$ 125,327	$ 463,485	$ 67,636	$ 478,071
Apparel, Footwear & Accessories	120,719	493,186	119,166	511,743
Automotive, Automotive Accessories & Equipment	710,776	2,819,981	729,095	2,780,256
Aviation, Aviation Accessories & Equipment				
Beer, Wine & Liquor	107,613	423,223	85,071	293,475
Building Materials, Equipment & Fixtures	109,948	392,382	124,565	441,076
Confectionary & Soft Drinks	637,651	2,633,233	636,244	2,654,343
Consumer Services	220,672	939,003	146,451	609,522
Drugs & Remedies	1,887,423	7,896,976	1,672,719	6,948,982
Entertainment & Amusements				
Food & Food Products	4,255,687	17,148,091	4,053,165	16,271,937
Gasoline, Lubricants & Other Fuels	440,644	2,125,434	530,489	2,355,865
Horticulture	22,092	93,423	28,740	74,724
Household Equipment & Supplies	661,274	2,760,631	717,810	2,856,889
Household Furnishings	118,327	445,065	103,924	418,516
Industrial Materials	171,796	726,224	181,520	769,970
Insurance	379,381	1,480,102	341,306	1,335,587
Jewelry, Optical Goods & Cameras	54,290	214,867	179,228	753,314
Office Equipment, Stationery & Writing Supplies	197,458	928,135	133,008	563,655
Publishing & Media	122,814	575,991	125,432	423,061
Radios, Phonographs, Musical Instruments & Accessories	163,828	748,660	120,618	597,391
Retail Stores			5,496	21,984
Smoking Materials	1,718,118	6,881,635	1,958,356	7,906,749
Soaps, Cleansers & Polishes	1,671,866	6,401,803	1,817,907	7,169,455
Sporting Equipment & Toys				
Toiletries & Toilet Goods	2,969,552	11,676,647	2,567,472	10,599,582
Transportation, Travel & Resorts			106,912	452,912
Miscellaneous	209,463	871,423	208,475	959,436
TOTAL	$17,076,719	$69,139,600	$16,760,805	$68,278,495

McFARLAND BILL FAVORED

Hill Hearings Open

By RUFUS CRATER

BROAD APPROVAL of much of the McFarland Bill to reorganize FCC procedures [BROADCASTING, June 6, 13] was evidenced in a two-day Congressional hearing late last week, though FCC in particular called for revision or deletion of a number of basic provisions.

Industry for the most part approved the "uncontroversial" bill (S-1973). But observers speculated whether the questions which were raised, by FCC if not by industry, were not enough to dim its chances. With Congress facing a crowded calendar, substantial unanimity is considered vital for enactment at this session despite the absence of major policy issues.

Sen. E. W. McFarland (D-Ariz.), author of the measure and chairman of the Senate Interstate Commerce Subcommittee on Communications, which conducted the hearings Thursday and Friday, himself conceded the difficulty of drafting "non-controversial" radio legislation. "I'm beginning to believe that anything that goes through the air is going to be controversial," he admitted at the outset.

The testimony revealed a sharp division among FCC Commissioners on several major organizational matters, including rotation of the Chairmanship, mandatory division of the Commission into panels, and mandatory reorganization of the staff along functional lines. There was also a division on proposed changes in the law on renewals, with neither group satisfied with the McFarland amendment. With more unanimity FCC described proposed changes in hearing procedures as "cumbersome" and unduly restrictive, and suggested changes in other sections.

Industry View

Industry witnesses, on the other hand, generally viewed the proposed amendments with favor, although most of them advanced suggestions for "improvements." These included spokesmen for the Federal Communications Bar Assn., NAB, FM Assn., and, via a letter rather than personal testimony, NBC.

E. B. Graney of the "XL" stations of the Pacific Northwest, a leader in the campaign to break down the clear channels, also endorsed the measure and urged that Congress enact it and then address itself to the clear-channel and higher-power question, one of the most controversial issues ever raised in radio legislation.

He was assured by Sen. Charles W. Tobey (R- N.H.) that this question, canvassed extensively in hearings during the last session of Congress and also involved in another pending bill, "isn't going to be lost sight of." Mr. Craney submitted a detailed study of "The Clear Channel Question" prepared by the Washington law office of former Sen. Burton K. Wheeler, long-time foe of clear channels and author of the 1939 resolution opposing power above 50 kw.

Debate over monopoly and anti-trust implications marked subcommittee discussion of portions of the measure. Over the protests of Sen. Tobey, an avowed anti-monopolist, Sen. McFarland defended his amendment to eliminate the "double jeopardy" provisions of the existing law's anti-trust section. Sen. Tobey also protested an anti-discrimination proposal which he said could mean that "newspapers can buy up stations and the movie industry can take over television."

Sen. McFarland maintained that there is nothing in the present law or his bill to prevent FCC's consideration of anti-trust violations in passing upon an applicant's "character" qualifications. FCC agreed with this interpretation but feared others would take a contrary position, leading to litigation and delay, if the anti-trust provision were shortened.

Sen. McFarland, who made plain that he planned several revisions to clarify and improve his bill, presided over the hearings. Other members of his subcommittee are Sens. Edwin C. Johnson (D-Col.), chairman of full commerce committee; Estes Kefauver (D-Tenn.); Tobey, and Homer E. Capehart (R-Ind.).

Most of the Thursday session was devoted to testimony by FCC's Acting Chairman Rosel H. Hyde, followed by FCBA President Guilford Jameson, and Mr. Craney. Friday witnesses included CBS Executive Vice President Joseph H. Ream; Leonard Marks, attorney for FMA; E. K. Hartenbower, general manager of KCMO Kansas City and chairman of the NAB Legislative Committee, and Don Petty, NAB general counsel.

Mr. Hyde presented a statement outlining the views of himself and four of his colleagues. On some questions he was also able to report the views of Chairman Wayne Coy and Vice Chairman Paul A. Walker, who are in Paris at an International Telephone and Telegraph Conference.

Oppose Mandatory Panels

With the exception of Comr. Walker, he said, the Commissioners oppose the bill's plan to make mandatory a division of the Commission into panels. Under a discretionary system, he explained, the full Commission could take on the work of any panel which found itself without a quorum. But if the system must be mandatory, he added, then all agree with the bill's creation of two panels: Broadcast, and Communications.

Three of the five present Commissioners agreed with the proposed legislation requiring that the staff be functionalized along the lines of FCC's major workload (broadcasting, common carrier, and safety and special services, for example). Comrs. Robert F. Jones and Frieda B. Hennock, he said, prefer discretionary to mandatory functionalizing. But the Commission felt that in any event, if the functional plan is to be required, then "many of the detailed provisions" of the bill should be eliminated and FCC be given more leeway to "work them out to fit changing conditions."

The time allotted to the Commission to achieve a functional system should be at least six months rather than the 60 days allotted in the bill, Mr. Hyde asserted.

On the panel plan, Sen. Tobey insisted that actions by either panel should be reviewable by the full Commission. "The parts should not be greater than the whole," he declared. Sen. McFarland, defending his bill on this point even though he is admittedly cool to the entire panel idea, replied that full Commission review would be "cumbersome" and induce delays.

Jones' Statement

In a separate statement of additional views Comr. Jones said he formerly believed strongly in the panel system for the Commission itself, but that he felt the bill's proposal to give each Commissioner a legal assistant and to set up a separate staff directly responsible to the Commission would make the panel plan unnecessary and undesirable.

Even under a panel system, he added, "the staff will continue to be a predominant force in fashioning Commission policy" unless the Commissioners get additional assistants as proposed.

Comr. Hyde said Chairman Coy, who heretofore favored panels, now felt that organization of the staff along functional lines would make the panel plan unnecessary. But Mr. Coy favored the panel system if functional staff organization could not be accomplished without it.

The Commission was in disagreement on Sen. McFarland's proposal to eliminate the present requirement that FCC action on renewals be governed by the same considerations affecting the grant of original applications. Comrs. Hennock and E. M. Webster, according to Mr. Hyde, want the present law retained on the theory that the proposed amendment would in effect

(Continued on page 50)

On the Stand . . .

E. K. Hartenbower, KCMO

* * *

FCC Acting Chairman Hyde

* * *

Subcommitteemen at Hearing . . .

Senate Communications Subcommitteemen Capehart, Tobey, and McFarland. FCC's Acting Chairman Hyde is shown partially in foreground, extreme left.

LEFT—WNEW's microphone picks up the inquiries of first arrivals at the real estate office.
BELOW—Mr. Levitt Jr. (r) is interviewed by WNEW Announcer Jerry Marshall as the prospective buyers flocked to the development.

REALTOR BONANZA

432 Buy Homes in 48 Hrs.

A FIVE-DAY radio campaign on one New York station last week was credited with selling $3,800,000 worth of houses in 48 hours.

The advertiser was William Levitt & Sons, mass production builder, and the station was WNEW New York. The total cost of the whirlwind campaign was $2,760.

"I thought I knew a lot about advertising," William Levitt Jr., president of the building firm, said last week, "but I never realized until now the tremendous pulling power of radio."

Mr. Levitt, until now a frequent user of newspaper space but not of radio undertook the campaign on a joint sponsorship basis with Bendix, whose washing machines are standard equipment in his homes. Bendix is a regular sponsor on WNEW.

On June 6 he intended to put on the market 432 new houses in Levittown, Long Island, for September occupancy. Knowing that real estate was getting harder to move, he decided vigorous advertising was needed to unload his new batch of homes. As an experiment, he elected to concentrate his budget on the single medium, radio, and the single station, WNEW.

On June 1, the five-day campaign opened. In all, 16 quarter-hour programs, eight half-hour programs, two 10-minute programs and 65 announcements were used. Listeners were asked to telephone the Levitt company's Manhasset, L. I., office, a 20-cent toll call from Manhattan, for information and were advised the sale would begin Monday, June 6.

By Saturday, according to Mr. Levitt, customers were hopefully appearing on the site of the new project, although no orders were taken until Monday. By Sunday a traffic jam of customers' automobiles clogged the area.

"I had expected that our WNEW commercials would produce at best a couple of hundred inquiries," Mr. Levitt said. "To my amazement, our offices were flooded with phone calls in direct response to our radio plugs; for five days our 15 trunk lines were kept continuously busy with calls from eager prospects."

Hundreds of customers were on hand Monday morning when the sale began. By Tuesday evening not one of the 432 houses was unsold.

"You might expect such response to the sale of a low-priced item," Mr. Levitt said, "but not for an article costing $7,990 and more."

Mr. Levitt, who has already built thousands of dwellings since the war, is planning to open another development in a few months. He has indicated he will use radio again to advertise it.

One of a Series

HOME ECONOMISTS SELL AMAZO

Free Samples and Radio-TV Shows Promote Dessert

KENYON & ECKHARDT, New York, has worked out an unusual telegram stunt to introduce a new product—Amazo Instant Dessert (which when added to a pint of cold milk is ready to eat in 30 seconds), using radio and television home economics shows.

The agency sends telegrams to 50 regular listeners of a local woman commentator telling them not to prepare dessert for their evening meal—that it will be delivered to their door. The same afternoon the wire is read on the program but does not reveal what dessert is being sent to the homemakers. On the same night each one of the 50 receive a package of Amazo Instant Dessert, manufactured by American Maze-Products. The following day one of the 50 recipients of the dessert is interviewed on the program.

When Amazo was introduced in Baltimore, for example, 50 members of the audience of Mary Landis, home economist on WBAL-TV Baltimore, received the wire on a Monday morning. That afternoon Miss Landis read the wire on her telecast. On Tuesday afternoon Miss Landis invited one of the women who had received the dessert to appear on the video program. At that time, Miss Landis and her guest made the dessert for the benefit of televiewers who had not received the new product the night before.

The telegram promotion has been used in Columbus, Cincinnati, Cleveland, Pittsburgh, Philadelphia, Seattle and New York as well as Baltimore. It will be continued in new markets as distribution progresses.

COMR. HENNOCK

Speaks at WFDR Dedication

FCC COMR. Frieda B. Hennock, speaking at the dedication of WFDR (FM) New York last Thursday (see separate story, page 66), said she doubted whether adequate personnel and facilities exist "to insure that all licensees would live up to this high standard of fairness."

The fairness to which she referred was that which FCC said must be the guidepost for all stations wishing to take advantage of their newly-won right to editorialize.

Comr. Hennock said she disagreed with the majority decision to grant the editorializing privilege not because she thought stations should be prohibited from staging their own positions as part of a balanced presentation of all sides of public issues, but because the personnel and facilities limitations factor makes it difficult for all licensees to guarantee fairness.

"I look to station WFDR, young as it is, to set a shining example of fairness and impartiality for other broadcast licensees to meet," she said. "I can only add that I hope that with your guidance my fears as to the advisability of allowing general radio editorialization will prove to have been unfounded."

Views on FM

Commenting on FM broadcasting, Comr. Hennock indicated her belief that "people won't listen to FM merely because it has technical advantages over other media." She added: "The medium, after all, is but a tool. It must be used properly to attract the public. A fine program will receive support, whether it be broadcast by standard radio, FM or television. You would all choose a good black and white movie over a mediocre technicolor one. Broadcasting is no different."

Warren Joins B&B

HARRY WARREN, formerly with Ralph E. Jones Co., New York, has joined Benton & Bowles, New York, as vice president to supervise the Crosley Division of Avco Mfg. Corp. account.

Western Union delivers Amazo Dessert and the needed milk to Mrs. James Stubbs during the Baltimore promotion.

LAZARSFELD

Hits Use of Name in Newspaper Ad

By HERMAN BRANDSCHAIN

INDIGNATION was expressed last week by Dr. Paul F. Lazarsfeld, eminent Columbia U. researcher, that his name was used in a full-page advertisement in the *New York Times* Wednesday by American Newspaper Advertising Network.

The ad, a full-blown laudation of newspapers selling power, said no medium equals the newspaper as an advertising vehicle.

The ad described the newspaper campaign of H. J. Heinz Co., Pittsburgh, citing the food company's reasons for use of newspapers on an unprecedented scale—but with no reference to Heinz use of radio and television.

Actually, through Maxon agency, Heinz has conducted vigorous spot campaigns and is now so seriously exploring television that it has earmarked $100,000 for a 13-week test program in that medium. NBC has been preparing an audition of a package for the company and it is expected that the look-see will take place this week.

"Outrageous," was the word used by Dr. Lazarsfeld to describe his reaction to being referred to in the advertisement when it was called to his attention by BROADCASTING. He did not give permission for the use of his name in the ad, he said.

He said later he turned the matter over to his lawyer for investigation of possible legal action.

ANAN describes itself as the only newspaper network enabling advertisers to buy black-and-white, run-of-paper, daily and Sunday advertising on a national or sectional basis. It has 46 papers as members in 43 key markets.

The ad told of a 52-week newspaper advertising campaign by H. J. Heinz Co., in which the food concern will use newspapers in 110 major markets once weekly during the year.

What drew the fire of Dr. Lazarsfeld, one of the outstanding authorities on mass communications, was a reference in the ad to him. After stating that ANAN has inaugurated several studies to help advertisers, the ad went on:

"The most recent of these is the Reading vs. Listening study, conducted by the Bureau of Applied Social Research of Columbia U. under the direction of Dr. Paul F. Lazarsfeld.

"The object of Dr. Lazarsfeld's study, which employed a new research technique, was to determine whether printed advertising in newspapers or spoken advertising on the radio is more effective in delivering a message and converting the people reached into buyers of the advertised product."

The ad did not mention the results of the study—whether newspapers were regarded as more or less effective than radio as an advertising media. But the ad itself furnished a context which sang the praises of newspapers alone.

Dr. LAZARSFELD

* * *

Dr. Lazarsfeld said that the reference to him was not only without his permission but against a specific agreement that his name not be used in any advertising.

That was a standard provision he always included in his research agreements, he said.

"In over 15 years of performing research for the radio industry," he said, "no one in the radio industry has ever done that. It is absolutely outrageous that it was done now."

Dr. Lazarsfeld said his study had not yet been made public but would be as soon as it can be mimeographed. That would be within a week or 10 days. Until then, its contents would not be divulged, he said.

Dr. Lazarsfeld recently edited *Communications Research 1948-49* with Frank Stanton, president of CBS [BROADCASTING, May 16].

At the ANAN, George Benneyan, director of promotion and publicity, said the advertisement was a one-shot announcement. It will, however, be reprinted and mailed to advertising agencies and advertisers, he said.

What motivated the ad, he said, was the fact the Heinz Co. had made its big space purchase. ANAN did not have a budget to conduct similar ads, he said, and no further ones were planned. If another purchase like the Heinz one came along, however, he said, perhaps another such ad might be taken. Only the *New York Times*, which is one of the 43 ANAN papers, was given the ad because of ANAN budget restrictions.

The ad itself featured an eight-column picture of the main Heinz plant in Pittsburgh. Inset in the picture was a head shot of H. J. Heinz II, president of the company. Under the eight-column picture, which ran about three-quarters down the page, were eight columns of type matter, each going from the bottom of the picture to the bottom of the page.

The text quoted Mr. Heinz as saying he was informed the newspaper campaign was the largest ever undertaken by a food manufacturer. He told why the company decided to use newspapers on an unprecedented scale—they bring a shopping message to housewives on the day they plan shopping lists.

But nowhere was mention of Heinz use of television and radio.

KGA SOLD

50 kw Spokane Outlet Goes to Gonzaga U.

SALE OF KGA, Spokane 50,000 watter, for a net figure of approximately $425,000 to Gonzaga U., Spokane, was announced Friday by Louis Wasmer, veteran Pacific Northwest broadcaster and sole owner of the ABC outlet.

Mr. Wasmer

The transaction is subject to FCC approval and is the first major transfer case to be consummated since repeal of the so-called Avco procedure requiring competitive bids, a fortnight ago.

The station, under the plan, would continue to be operated as a commercial outlet by the Jesuit school, retaining the same staff headed by Harvey Wixson, general manager. Mr. Wasmer also would counsel with the Jesuit ownership and the management on station policies.

Since KGA is owned by Mr. Wasmer as an individual, the transaction involves simply the transfer of physical assets. Accounts receivable would accrue to Mr. Wasmer, bringing the overall consideration up to possibly $550,000, it is understood.

The transaction was completed by Mr. Wasmer with Father Francis Corkery, S.J., president of Gonzaga through Blackburn-Hamilton, media brokers.

Mr. Wasmer, one of the country's pioneer broadcasters, acquired KGA in 1939 from NBC. He had been leasee of the station, however, since 1933.

In 1946, Mr. Wasmer sold KHQ Spokane, NBC outlet, to the Spokane Chronicle Co., publishers of the *Spokane Chronicle* and the *Spokesman Review* for a figure of $1,295,000. That transaction was consummated in conformity with the duopoly rule of the FCC, banning dual ownership of stations in the same areas.

Mr. Wasmer retains a minority interest in KOL Seattle but is not active in the station's operation. He has not announced future plans other than his desire to "take a rest."

KGA, founded in 1926, operates on 1510 kc with 50 kw. The station has been an applicant for assignment on the 880 kc clear channel on a duplicated basis. The application has been frozen, along with others, pending determination of the clear channel case by the FCC.

KGHI KARK

Ask Rehearing in Tax Case

REHEARING is asked by KGHI and KARK Little Rock, Ark., in a petition filed with the Supreme Court of Arkansas from a decision upholding a Little Rock occupation tax on the city's stations. The Arkansas tax ruling creates a threat of city taxes on stations all over the nation.

KGHI KARK took the rehearing action last week, with the announced intention of appealing to the U. S. Supreme Court if they do not succeed in obtaining a reversal of the state court's decision. NAB has indicated it will participate in U. S. Supreme Court proceedings.

The Arkansas appellate court had reversed the Pulaski Chancery Court's finding that the local tax was illegal [BROADCASTING, May 30]. The tax idea was credited to Thomas J. Gentry, Little Rock city attorney, and was based on the ingenious theory that the city could split up the broadcast function and tax "the business of generating electromagnetic waves."

A brief submitted to the appellate court by Bruce T. Bullion, of Bailey & Warren, station counsel, contended the court erred in sustaining the tax because broadcasting is an instrument of interstate commerce subject only to federal regulation. The privilege tax was termed a violation of the commerce clause of the U. S. Constitution.

The appealing stations argue that the process of broadcasting can't be split, as tried in Little Rock, citing legal authorities in support. Every electromagnetic wave immediately enters interstate commerce, it is argued, a scientific fact on which federal radio regulation is based.

In the appeal the stations argue that the city fails to apportion the intrastate from the interstate features of broadcasting, a "failure repeatedly struck down by the U. S. Supreme Court." Cited also are decisions to show radio communications are all interstate. Revenue data are mentioned to support the point.

These arguments also apply to a tax on solicitation of intrastate radio advertising, the brief contends, another contrivance of the Little Rock officials.

FINESHRIBER

CBS Operations Director Named MBS Program V.P.

WILLIAM H. FINESHRIBER Jr., CBS director of operations, has been appointed vice president in charge of programs at MBS, a position which has been vacant since the resignation several months ago of Phillips Carlin. Mr. Fineshriber's appointment was announced by Frank White, Mutual's president.

Mr. Fineshriber will join Mutual July 15. His successor at CBS will be Gilson Gray, present director of the editing department (see story below).

The new Mutual program chief has been with CBS since 1931, with the exception of three years in which he served as manager of Carnegie Hall. He joined CBS as a publicity writer, resigning that job in 1934 to join Carnegie Hall.

Upon returning to CBS in 1937, Mr. Fineshriber became annotater of serious music programs, and in 1940 he became head of the network's music division. In 1941 he was appointed director of short-wave programs, and in 1943 became assistant director of broadcasts.

Mr. Fineshriber became general manager of the CBS program department in 1947. He was appointed to his present post, director of operations, last April.

The appointment of a vice president in charge of programs fills one of two high executive posts which have been vacant at Mutual for some time. The other, still unfilled, is that of general manager, or second in command. Robert D. Swezey resigned that post to become operating head of WDSU New Orleans.

There has been no indication as to when or if Mr. White intends to name an executive to the No. 2 post.

Mr. Fineshriber is a graduate of Princeton U., where he was a member of Phi Beta Kappa.

Mr. FINESHRIBER

GILSON GRAY

Is CBS Operations Director

GILSON GRAY, director of the CBS editing department, last week was promoted to director of operations of the network, succeeding William Fineshriber Jr., who resigned to join Mutual as vice president in charge of programs (see story above).

Mr. Gray

Simultaneously it was announced that James Shattuck, assistant director of editing for CBS, has been promoted to Mr. Gray's former job.

Except for three and a half years in the Navy, Mr. Gray has been CBS director of the editing department since 1935. Before joining CBS he was an account executive and copy writer for D'Arcy Advertising Agency, St. Louis. From 1924 to 1927, when he joined D'Arcy, he was with Barton, Durstine & Osborn, now BBDO. In his early business life he was on the editorial staffs of the *New York Times* and *New York Herald-Tribune*.

During the war he served on aircraft carriers in various capacities. He was a commander upon relief from active duty.

Mr. Shattuck joined CBS in 1936 in the program service department. In 1941 he became a staff editor. In July 1947 he became assistant director of editing.

KEN DYKE

Reported Joining Young & Rubicam As Vice President

KEN R. DYKE, who resigned as NBC administrative vice president effective June 1, last week was reported to have accepted a vice presidency of Young & Rubicam.

No official announcement of the appointment was made by either Mr. Dyke or the advertising agency, but it was learned on reliable authority that he would begin his new job Sept. 1.

His exact position at the agency was not learned, although it was known it would be a vice presidency and would embrace public relations duties. Mr. Dyke also will be a member of the agency's plans board.

At NBC, although he was administrative vice president in charge of programs, Mr. Dyke was active in the network's public relations on a policy-making level. He was principally responsible for organizing the network's code of practices and was a major force behind the early movement toward an industry code finally adopted by the NAB.

Recent relaxations of NBC's own code were said to have been factors in Mr. Dyke's decision to resign from the network. Some policies which he had fixed in the code have been changed, if not eliminated, in the course of the network's scramble for business since the inter-network program competition has intensified.

Served Under MacArthur

During the war, Mr. Dyke was a brigadier general on Gen. Douglas MacArthur's staff and was in charge of all Japanese communications media during the occupation.

He joined NBC as a vice president in 1946, after his relief from active Army duty, and subsequently became one of three administrative vice presidents in the top command of the network.

Drawn for BROADCASTING by Sid Hix

"He's suing us for using his name on those devil's-food cake mix spot jingles!"

GAG CASE APPEAL

State to Go to High Court

UPSETTING of the Baltimore Gag contempt rule by the Maryland Court of Appeals [BROADCASTING, June 13] will be appealed to the U. S. Supreme Court, according to Hall Hammond, attorney general of Maryland.

The appellate court invalidated the gag, which restricts broadcasting and publication of crime news, on the ground that it violated constitutional rights and the "clear and present danger" contempt rule laid down by the U. S. Supreme Court (see editorial, page 42).

Mr. Hammond contended it would not be proper to make public the reasons for appeal in advance of filing the petition for writ of certiorari with the highest court. He said he did not feel that appeal of the Maryland appellate court's reversal would be in conflict with the "double jeopardy" doctrine since it would be based on constitutional questions. Filing of the petition is expected within a fortnight.

Freed of contempt charges by the state court's decision were WITH WCBM and WFBR Baltimore and James P. Connolly, former WITH commentator. A dissenting opinion indicated the decision applied also to WBAL Baltimore, which had been convicted separately and had appealed separately.

The Baltimore Gag consists of key sections of Rule 904 of the Baltimore Supreme Bench, which are designed to protect indicted criminals pending actual court trial. Baltimore stations were cited last summer for broadcasting statements by police officials about an arrested criminal, later convicted of murder.

PATT APPOINTED

Detroit CBS Radio Sales Head

RALPH H. PATT Jr., former manager of WDOD Chattanooga, Tenn., has been appointed manager of the Detroit office of CBS Radio Sales, Carl J. Burkland, general manager of Radio Sales, has announced. Mr. Patt succeeds William B. Ogden.

Mr. Patt

Mr. Patt has been in radio for 25 years. He began his career with WDAF Kansas City and worked at KFKU Lawrence, Kan., while attending the U. of Kansas. After graduation he joined WJR Detroit, where for 10 years he was announcer, writer, publicity director and salesman. He spent five years with WPAY Portsmouth, Ohio, as general manager.

Following a three-year stint as communications officer in the Navy, Mr. Patt returned to radio, joining the Paul H. Raymer Co. For the past two years he has been general manager of WDOD.

CANADIAN MEETING

CAB Holds Four-Day Work Session

By JAMES MONTAGNES

WILLIAM GUILD, CJOC Lethbridge, Alta., last Thursday was named board chairman of the Canadian Assn. of Broadcasters, succeeding Dick Rice, CFRN Edmonton, Alta. Elections featured the final day of June 13-16 annual convention of the CAB held at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

Board directors elected were: E. F. MacDonald, CJCH Halifax, N. S.; D. Malcom Neill, CFNB Fredericton, N. B.; Phil LaLonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle, Que.; Ken Soble, CHML Hamilton, Ont.; Harry Sedgwick, CFRB Toronto; Ralph Snelgrove, CFOS Owen Sound, Ont.; Ed Rawlinson, CKBI Prince Albert, Sask.; J. O. Blick, CJOB Winnipeg, Man.; and Mr. Guild. A British Columbia director will be named later.

Membership in the CAB was approved Thursday for CFCA-FM Kitchener, Ont.; CKBL Matane, Que., and CBRL Roberval.

Also resolved at the final day sessions:

(1) CAB will present a brief to the Canadian Royal Commission and Parliamentary Committee urging separate regulatory and licensing authority for radio with broad right of appeal; and that the subsidized Canadian Broadcasting Corp. be confined to public service non-commercial broadcasting.

(2) Future conventions will have business sessions first, before panel discussions.

(3) The 1950 CAB convention will be held in Hamilton in late March.

Close to 300 Canadian and American members of the broadcasting and allied industries attended the 15th annual meeting of the CAB. Representatives of the NAB, headed by Judge Justin Miller, as well as of American advertising agencies and station representation firms sat in on the sessions.

Rice Opens

Opening the convention, CAB Chairman Rice pointed out that the independent station members of the CAB work in unity for the benefit of the Canadian people as a whole. Enlarging on this, NAB President Miller referred to the numerous small victories won by American broadcasters recently against restrictive legislation and regulations. By telling of the growth of TV in the United States, he showed how freedom of the individual and free enterprise was continually being developed as against other systems of government. He told Canadian broadcasters that they have and would have in the future support of American broadcasters.

Opening morning session was devoted to TV and the Bureau of Broadcast Measurement. On TV, Canadian broadcasters heard details on layout of TV stations and costs from engineers of Canadian General Electric and RCA Victor. Both Charles Roberts of CGE and Walter Lawrence of RCA Victor leaned heavily on experience of TV operators in the United States. They emphasized that TV is an expanding medium in its early stages and that Canadian broadcasters should bear this in mind in locating transmitter and programming sites and buildings and in ordering equipment.

AT CAB convention at St. Andrews, this group was waiting for the elevator. L to r: John Gillin, WOW Omaha; Ted Campeau, CKLW Windsor; Col. Keith Rogers, CFCY Charlottetown; Harry Sedgwick, CFRB Toronto.

* * *

Reports on BBM

L. E. Phenner, president of BBM, reported on plans of BBM for its 1950 survey, the fourth to be taken. This is to be based on listening six to seven times per week, three to five times per week, and one or two times per week, to give a more accurate picture of a station's audience for the advertiser. This year there are 101 radio station members out of a total of 128 in Canada, fees from which pay 82% of the organization's operations. Advertising agencies and advertisers make up the remainder of the membership.

Dealing with details of the BBM's operations were H. F. Chevrier, CBC Toronto; K. H. Baker, BMB New York; and Pat Freeman, CAB Toronto. Annual meeting of BBM followed with a financial report from Athol McQuarrie, general manager, and election of three directors for a three year term: Stuart Smith, Canadian Advertising Agency, Toronto; Austin Weir, CBC Toronto; Harold Stephenson, Canada Starch Co., Montreal.

Canadian stations can only win freedom from the restrictive government controls, including those limiting formation of private networks, through working on the Canadian public from the community level, R. M. Campbell, vice president of J. Walter Thompson Co., Toronto, told broadcasters at the afternoon session. While reviewing some of the controls to which Canadian broadcasters were objecting, he cited cases of the community job stations have done, and showed that by continuing to do such jobs, the public would back the stations in changes they want in regulation of the industry in Canada.

On the second day of the convention, Jim Allard, general manager of CAB, in reviewing his first year of operation, reported on economies effected by CAB reorganization. As a result of major CAB activities Mr. Allard estimated each member station last year gained business and savings of almost twice the annual association dues.

Allard Reviews Work

Mr. Allard reviewed operations carried on by CAB in collective bargaining and liaison with government bodies, unions and numerous other organizations. He explained that unity among members would enable management to direct its energies toward CAB opponents.

Reporting on transmitter license fees, Mr. Allard showed a saving through negotiations of almost $400,000. Total transmitter fees for independent stations are now $150,000.

He reviewed CAB's work on price mentions, easing of newscast sponsorship regulations, and television policy; its assistance in settling electric power shortages, the establishment of the first annual Canadian radio awards; plus development of government radio advertising.

In addition he discussed the association's preparation of briefs on forthcoming government radio commissions; it's work on negotiations

(Continued on page 52)

WIPR TRANSFER

Petty Praises Plan, Cables Muniz

APPLICATION of the Puerto Rican insular government to transfer WIPR San Juan to the government's Dept. of Education removes a "threat to free radio," NAB General Counsel Don Petty cabled Tomas Muniz, WIAC San Juan, president of the Puerto Rican Assn. of Broadcasters, last week.

Government decision to change the station from a commercial to educational outlet closed a two-year battle in which private broadcast interests had opposed plan of the insular government to sell time on a competitive basis with other Puerto Rican stations.

Gov. Luis Nonoz Marin was quoted as saying the transfer conformed with a promise he had made last year to Frank Bow, counsel of the Harness Committee, which had conducted an inquiry into the station's commercial plans.

Mr. Petty's message to President Muniz follows:

"We join you and your association in rejoicing that the threat to free radio, implied in the WIPR grant, has been removed. The operation of a commercial broadcasting station by a branch of the federal government would have been as dangerous a precedent as the publication by such an agency of a commercial newspaper.

"The government's action in removing one more threat to freedom of radio and enterprise is an acceptance of the fundamental policies on which we have based our opposition. NAB is proud to have had a part in this opposition by your side."

FCC had not yet received official notice of the insular government's transfer at the weekend.

Grant of a CP to the insular government two years ago had not been opposed by private stations since they are understood to have believed the station was to be educational and noncommercial. When they learned the insular government planned to sell time in competition with them, protests were filed with the Harness Committee and FCC. The matter was brought to the attention of NAB at the Los Angeles convention last year and revived at last April's Chicago convention when Senor Jose Ramon Quinones, president of WAPA San Juan, addressed broadcasters.

NAB PRESIDENT Justin Miller (center) and Dick Rice (r), CFRN Edmonton, CAB board chairman, hear observations of C. E. Arney Jr., NAB secretary-treasurer, on staircase at CAB convention at St. Andrews, N. B.

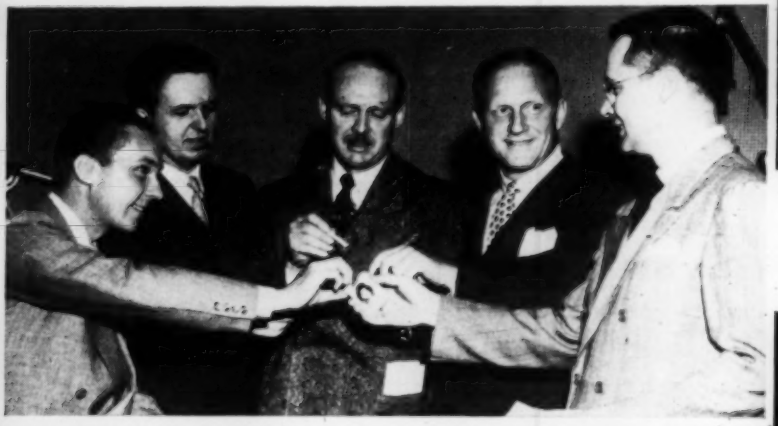
Radiorama

TRACING route of five-week European trip which started June 15 are Porter Randall (l) and Hal Thompson, Texas State Network correspondents. Newsmen are recording interviews with Texas "Yanks" overseas.

SHINING 16-inch face of RCA's one-millionth television picture tube is examined by (l to r) Frank M. Folsom, president of RCA; L. W. Teegarden, vice president in charge of technical products, RCA Victor Div., and J. G. Wilson, executive vice president in charge of RCA Victor Div. Actual manufacture of the tube was described by Announcer Ben Grauer from production line of RCA's Lancaster, Pa., plant on a special telecast over the NBC-TV network. Mr. Folsom appeared as the principal spokesman on the television show.

APPROVING plans for Quaker Oats' sponsorship of *Man on the Farm* quiz show on over 400 MBS stations are A. A. Dennerlein (l), firm's sales service division manager, and Carroll Marts, MBS Midwest acct. exec.

CELEBRATING start of *Count of Monte Cristo*, sponsored by Golden State Milk Products on Don Lee Network, are Don Lawton (l), firm's adv. mgr., and A. W. Neally, BBDO v.p.



SPONSOR'S product, Raleigh cigarettes, soothe the nerves of planners for *A Life in Your Hands* after the program's opening on NBC June 7. Homer Heck (r), producer of the Brown & Williamson Tobacco Corp. program, passes cigarettes to (l to r) Ned LeFevre, leading actor of the show; John Burgard, advertising manager of B & W; Jack Simpson, account executive for Russel M. Seeds Co., B & W agency, and W. F. Cutchins, Brown & Williamson vice president in charge of advertising.

BOB HOPE (r) and Richard Gibson (center) of Quality TV Corp., Los Angeles, get distributorship for DuMont TV sets in area from Dr. Allen B. DuMont, DuMont Labs president.

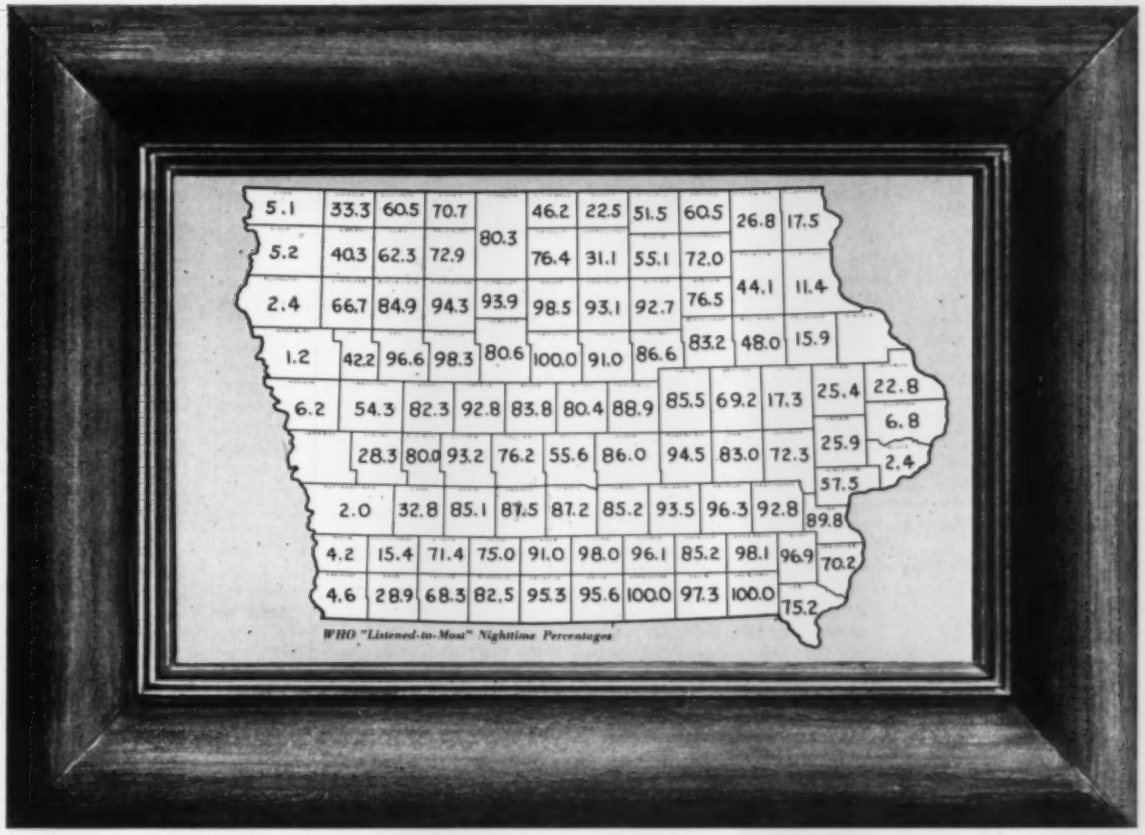
DURING tour of overseas installations, CBS Correspondent Ned Calmer (r) is guest on WVTR Tokyo newscast conducted by Sgt. Bob Shipley, formerly with KWKH Shreveport, La., now news director of Far East Network's WVTR.

BEAMING over success of first CBS *Curt Massey Time* broadcast are (l to r) Forrest Owen Jr., producer; Curt Massey, star of show; Robert E. Dwyer, Wade Adv. Pacific Coast manager; F. G. Clancy, vice president of Miles Calif. Co., sponsor of show for Alka-Seltzer and 1-A-Day Vitamins. Show is summer replacement for Miles' *Herb Shriner Show*.

REHEARSAL rooters during preview session of ABC-TV's *Fun for the Money*, which starts June 17 (Fri. 8:30-9 p.m. CDT), are (l to r) Dick Davis, radio-TV dir., Foote, Cone & Belding, Chicago; Hugh Davis, FC&B exec. v.p.; Johnny Olsen, m.c.; James L. Stirton, ABC Central Div. mgr. Sponsor is International Cellucotton Products Co. (Kleenex).

CONTRACTING for Chicago Dodge Dealers' telecasts of Washington and Arlington Park races on WBKB (TV) Chicago are (l to r) Ben Lindheimer, track director; Wm. Rieger and George Fiedler, dealers; Virgil Reiter, Ruthrauff & Ryan.

AMERICA'S PRETTIEST "RADIO PICTURE"!



NIGHT and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. *WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.*

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "*Plus*"—has a daytime BMB audience in *130 additional counties in 8 states* and pulls year-'round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

★ The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

A Service of Broadcasting Newsweekly

TELECASTING

JUNE 20, 1949

GARDEN BOXING

Accord Reached on TV, Radio Fees

MADISON SQUARE Garden and the Boxing Managers Guild came to terms last week in the strike or lockout which deadlocked them over the cut in television and radio fees.

The agreement apparently fully opened up ring performances around the country again for television and radio sponsorship deals.

Almost on the heels of the Garden settlement came word that the heavyweight title bout June 22 between Jersey Joe Walcott and Ezzard Charles would be broadcast over ABC and telecast over most of the NBC network under Gillette sponsorship.

Significantly, the bout will not be televised in Chicago, the place where it will be held. It was speculated that this bout may be the beginning of "skip television" to protect the gate in local areas while making the performance available via TV to parts of the country where tickets are not likely to originate in important numbers.

The agreement between the Garden and the boxing managers was looked upon by most ring writers as having been signed primarily on the Garden's terms. This viewpoint was taken because the managers did not obtain their demand of a flat 50% cut of all radio and television fees. Nevertheless, the managers were able to claim big gains.

They doubled their television take under the agreement. Under it too, it was possible for them to increase their combined radio and television revenue five times over last year.

Furthermore, they believed they put on a solid basis their theory that boxing talent has the right to share in radio and television fees.

And Arthur Garfield Hays, attorney for the managers, stated that the settlement was by no means the ultimate goal of the managers.

What they want eventually is the 50% formula—50% share with the promoter in everything, including television and radio.

Mr. Hays stated the new agreement probably will give the boxers and their managers more than a 50% share in television fees—but the radio cut will be considerably less. He would like to see each at the 50% figure.

Last year, he said, the boxers got about $30,000, or roughly 25% of the television fees paid the Garden. This coming year, television should give them $75,000 to $100,000, he said.

The payments will be made in a joint radio and television nugget of $1,000 to all main event fighters at the Garden and $350 to the main event boxers at St. Nicholas Arena, also operated by the Garden.

It is possible, and even likely, however, that the managers and their boys will get even more revenue if the Garden signs a more lucrative deal with Gillette Razor Co. than last year. The agreement gives the managers the right to participate in all sums over $400,000 the Garden may get for TV and radio. The rate of participation in that excess will be in the same proportion that the total of the $1,000 and $350 amounts bear to $400,000.

A further protection to the boxers is said to be the right of Mr. Hays to see any contract signed with a sponsor.

The manager's strike, though settled, cancelled at least two indoor dates and resulted in the Ray Robinson-Kid Gavilan welterweight championship going to Philadelphia. It also may have had an important bearing on failure to telecast last week's LaMotta-Cerdan fight at Detroit.

Negotiations, meanwhile, for a new contract between the Garden and Gillette, which were halted by the controversy, were said to be close to a deal. The old Gillette contract, which was said to involve $400,000 for radio and television rights at the Garden, expired May 31, about which time the managers began to increase their own heat on the Garden management.

There was speculation, too, that the Garden was ready to close a deal with Ballantine's Beer for the television rights to the bouts in St. Nicholas Arena.

Other Garden bouts which might be scheduled outdoors during the summer would be subject to individual negotiation, both with sponsors and the managers. It was believed, however, that for such bouts the new managers contract had set a pattern which probably would be followed generally, if not to the letter.

Still another matter for speculation on Broadway last week was whether the principle which Mr. Hays claimed to have established for boxing talent would have wider application. Would it, for example, blaze a trail for professional athletes in other sports—would they demand a percentage of television and radio fees? And if so, would this send up the price of such packages for sponsors? Whether these developments would follow remained to be seen, although they already had become the subject of both conversation and sports stories.

RMA GROUP

Headed by Max F. Balcom

NEW Television Committee to observe TV developments and consider such problems as FCC allocations and public information about the visual medium was appointed last week by Ray C. Cosgrove, Avco Corp., president of Radio Mfrs. Assn.

The RMA committe is headed by Max F. Balcom, Sylvania Electric Products, who recently retired as RMA president. The group combines functions of RMA's former FCC Conference Committee and Television Public Relations Committee. The latter group recently issued a statement reassuring the public that present TV sets will not be quickly obsoleted by UHF or color developments [BROADCASTING, June 6].

Other committee members include Benjamin Abrams, Emerson Radio & Phonograph Co.; Dr. W. R. G. Baker, General Electric Co.; W. J. Barkley, Collins Radio Co.; Dr. Allen B. DuMont, Allen B. DuMont Labs; J. B. Elliott, RCA Victor Division; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; H. C. Bonfig, Zenith Radio Corp.

RMA appointed a new Legislative Committee headed by RMA General Counsel John W. Van Allen. Vice chairman is Frederic J. Ball, Crosley Division attorney.

Mr. Cosgrove reappointed Stanley H. Manson, of Stromberg-Carlson Co., chairman of the RMA Advertising Committee, with L. E. Pettit, General Electric Co., reappointed vice chairman.

TV AFFILIATES

4 Networks Announce Latest Additions

ALL FOUR television networks last week announced affiliation agreements with a number of video stations. Some stations signed with two networks simultaneously.

Only full primary affiliate announced was WFMY-TV Greensboro, N. C. Its CBS-TV affiliation becomes effective Sept. 1. Addition of the station, which operates on Channel 2, brings to 41 the total number of CBS video affiliates. WFMY-TV is owned and operated by the Greensboro News Co., and P. T. Hines is general manager of the station.

NBC Signs Five

NBC-TV announced the signing of five new stations. One of them, WBTV (TV) Charlotte, N. C., was simultaneously acquired by ABC-TV. WBTV will begin operations on July 15. It is owned by the Jefferson Standard Broadcasting Co., and operates on Channel 3. Charles M. Crutchfield is manager. Addition of the station brings to 36 ABC's total, and the additional five stations give NBC a total of 45 television affiliates. The station is also a DuMont and CBS affiliate.

Others signing with NBC-TV include WKY-TV Oklahoma City, which joined DuMont television network at the same time, and is also an ABC-TV and CBS-TV affiliate. WKY-TV is owned by the WKY Radiophone Co., and started operations on June 6. WOW-TV Omaha is another new NBC-TV affiliate, effective Sept. 1, as is WMBR-TV Jacksonville, which is also a CBS and DuMont affiliate. WBRC-TV Birmingham, joining NBC-TV July 1, is also a DuMont affiliate.

KMTV (TV) Omaha signed with DuMont effective with the station's start of operations Sept. 1. Owned by the May Broadcasting Co., KMTV is also a CBS and ABC affiliate.

'BLACKOUTS'

Signed for CBS Video

THE KEN MURRAY "Blackouts," Hollywood film colony variety show, has been signed for television by CBS, J. L. Van Volkenburg, vice president and director of television, announced.

Mr. Murray will produce the video version of his show from New York starting in the fall.

WMPS EYES TV

Dedicates Radio Center

WITH A million dollar investment in AM broadcasting, and an FM station under way, WMPS Memphis is awaiting only the thawing of the FCC freeze to enter television, according to Abe Plough, president of WMPS Inc., and of Plough Inc. (St. Joseph's Aspirin and other products).

The occasion was the dedication last Monday of the new WMPS Radio Center, housing studios and offices with provision made for TV. The Center, in down-town Memphis, entailed a cost of $275,000.

Mark Woods, ABC president and principal speaker at a banquet tendered civic and business leaders, waxed eloquent on television as "the greatest medium God has given man", but contended that radio and TV can sell time peaceably and profitably side-by-side. TV, he said, should be regarded as a companion to radio, rather than a competitor.

"I am convinced," said Mr. Woods, "that radio is not doomed, that 50 to 100 years from now we will still have radio." He said that the new medium will not take the place of any established medium, but, that in his judgment, TV as an advertising medium "is probably 25 times as good as radio in sales value."

Mr. Woods, on the current economic situation, alluded to the "general tightening up of money" and the "network drop-outs this summer," but admonished that this is no reason to be afraid. He saw no earmarks of a general depression. Advertising, he said, has built America and will continue to build it.

Traces Development

Development of WMPS since its establishment in 1925 was depicted in a narration titled *Operation WMPS*. Harold R. Krelstein, vice president and general manager, was toastmaster, and also conducted a tour of the new facilities following the banquet. Mayor Watkins Overton proclaimed the observance of "WMPS Week" in Memphis to commemorate the occasion. Dr. R. Paul Caudill, pastor of the First Baptist Church, gave the invocation, bringing out that the church was the first licensee of the station which became WMPS.

Other speakers included Horace L. Lohnes of Dow, Lohnes & Albertson, Washington counsel for WMPS, and Sol Taishoff, editor and publisher of BROADCASTING.

HEAD-TABLE at WMPS studio dedication (l to r) James H. Connolly, ABC station relations; Horace L. Lohnes, Washington attorney; Mayor Watkins Overton of Memphis; Mark Woods, ABC president; Abe Plough, president of Plough Inc., and WMPS Inc.; Harold R. Krelstein, WMPS vice president and general manager; Ernest Lee Jahncke, ABC vice president. Mr. Woods was the featured speaker at the dedication.

Form Opera TV Firm

FIRM known as the Opera Television Theatre, headed by Lawrence Tibbett, noted baritone, and Henry Souvaine, producer of the Saturday afternoon Metropolitan Opera broadcasts on ABC, plans to stage operatic productions exclusively for television, Mr. Tibbett has announced.

WHAM-TV

Video Service in Rochester Inaugurated June 11

WHAM-TV Rochester, the nation's 68th TV outlet, took the air Saturday, June 11, with dedicatory proceedings at the Rochester Chamber of Commerce. Justin Miller, NAB president, delivered the principal address before some 900 Rochester businessmen.

Robert C. Tait, president, and William Fay, vice president in charge of broadcasting of Stromberg-Carlson Co., cited details of the $2,500,000 expansion program which includes:

(1) WHAM-TV with its RCA transmitter and 400-ft. Lehigh tower atop Pinnacle Hill.

(2) New 20 kw Western Electric FM transmitter for WHFM (FM) at the same location.

(3) New 50 kw Westinghouse transmitter and tower on Brookdale Road in Chili, N. Y.

(4) New Rochester Radio City building on Humboldt St. completed early last year at a cost of over $1,500,000.

One of the unique aspects of WHAM-TV is its method of picking up NBC programs by means of a relay link between WBEN-TV Buffalo and WHAM-TV. The relay point is located atop a farmer's silo at Le Roy, N. Y., where the WBEN-TV signal is received on a stepped-up Stromberg-Carlson receiver and fed into an RCA microwave link beamed to Pinnacle Hill in Rochester. It is picked up there on a 6-ft. dish mounted 100 feet up the tower.

The link was set up under the direction of Kenneth Gardner, WHAM chief engineer, and has been functioning smoothly relaying the signal from WBEN-TV, some 70 miles away.

The Electrical Assn. of Rochester is sponsoring the station's daily test pattern. The six major distributors appropriated $22,000 for this promotion which is to extend over several weeks. There are some 3,000 sets in the area.

WHAM announced it has relaxed its anti-beer policy on WHAM, WHAM-TV and WHFM.

The stations are represented by the George P. Hollingberry Co.

OMAHA CASE

Court Dismisses KFAB Appeal

DECIDING its first television case, the U. S. Court of Appeals for the District of Columbia last week dismissed KFAB Omaha's appeal from the refusal of FCC to consider its TV application comparatively with that of KMA Shenandoah, Iowa, which already had been granted.

The grant to KMA, for an Omaha station, was issued May 13, 1949. KFAB was left as the only applicant for the only other available channel. Five days later, KOIL Omaha filed and KFAB thus faced the prospect of a comparative hearing. KFAB petitioned for reconsideration of the KMA grant. This petition, KFAB claimed, had the effect of setting aside the KMA grant and made it necessary for the hearing to include all three applications.

The court ruled that a petition for reconsideration reopens the case "in the sense that the tribunal will hear contentions that the judgment is in error," but "not . . . in the sense that the tribunal must reformulate the judgment."

WTTG (TV) MOVES

Transmitter Now in Suburbs

TRANSMISSION facilities of WTTG (TV) Washington have been moved from atop the Harrington Hotel Bldg. in downtown Washington to a site in suburban Arlington, Va. Full-power operations from the new location have substantially increased the station's coverage area, WTTG reports.

A 425-foot Blaw-Knox self-supporting tower with bat-wing antenna has been constructed.

RETURNS TO TV

Philco NBC Show To Reopen

PHILCO Corp., Philadelphia, will return to video with its *Philco Television Playhouse* July 17, on NBC-TV. The show will continue in the 9-10 p.m. period on Sunday with outstanding names in starring roles. The program originally went on the air Oct 3, 1948, and ended its series April 10.

During the first seven weeks of the new series the show will be entitled *Philco Summer Playhouse*, but effective Sept. 4 the format will change to feature dramatization of best-selling novels. The dramatizations will be selected in cooperation with the editorial board of the Book of the Month Club. Hutchins Adv., New York, is the agency.

CHEVROLET

Backs Notre Dame Telecasts

T. S. KEATING, general sales manager, Chevrolet Motors Division, announced last Friday that Chevrolet will sponsor in the fall what is said to be the first full home-schedule of football games to be televised on a national network. Mr. Keating stated that all Notre Dame home games at South Bend, Ind., as well as its game with North Carolina in New York's Yankee Stadium, will be telecast over the DuMont network.

Announcement was made jointly with the Rev. John H. Murphy, CSC, vice president and chairman of the school's faculty board in charge of athletics; Edward (Moose) Krause, Notre Dame's director of athletics; Tom Gallery, DuMont's director of sales; Winslow H. Case, senior vice president in charge of television for Campbell-Ewald Inc., New York, the Chevrolet agency.

WNBQ (TV)

New Facilities Put in Use

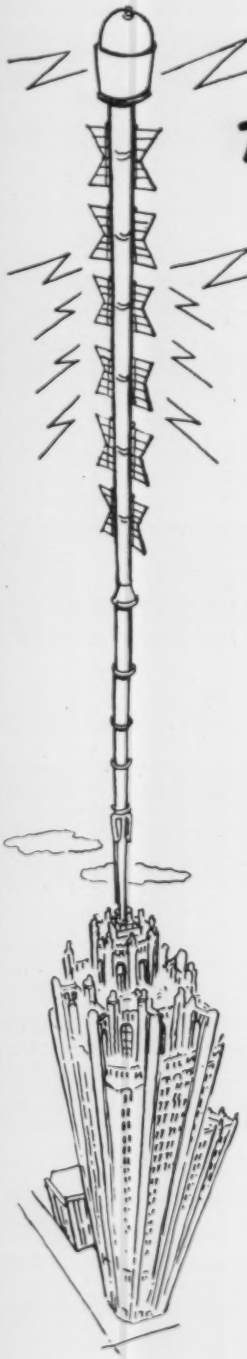
NEW and modern video facilities went into operation at NBC's Central Division last week as Howard Luttgens, chief engineer, supervised opening of the main TV control room for WNBQ Chicago.

The TV control setup at the Merchandise Mart headquarters was constructed under direct supervision of C. A. Rackey of the network's audio-video engineering group in New York, who worked under O. B. Hanson, vice president in charge of engineering.

Other TV facilities which have been constructed include a commentator studio, film storage vault and film studio, battery power room, television workshop, supervisor's office and film preview section. Still to be built are a small studio, a control room and a suite of offices.

Film studio equipment includes two 35mm and two 16mm projectors, which can be multiplexed for two TV cameras, two slide projectors and a special effects projector. Provision has been made for installation of a third camera chain, Mr. Luttgens said.

Four studios will be in service by August, and two additional channels have been provided in the master control apparatus for further TV studio construction, the engineer said.



THE PICTURE of PROGRESS!

You say about a person, "He's the picture of health." But when speaking of WGN-TV we say, "It's the picture of progress."

Striving always to give televiewers and advertisers the best possible service . . . WGN-TV has recently installed a new antenna and transmitter atop Tribune Tower. The antenna, 183 feet higher than the one used during WGN-TV's first year of operation, offers additional proof of WGN-TV's earnest desire to pass on the benefits of the best in technical development.

At the same time, work is speeding ahead on the new WGN-TV studios. While these will not be available immediately, they are evidence of WGN-TV's efforts to afford advertisers the most modern facilities for telecasting their programs. Good reasons why more and more . . . when advertisers think of television in Chicago—they think of WGN-TV—"the picture of progress."

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

Television Sets by Cities

Based on BROADCASTING Survey

City	Outlets On	No. of Sets	Source of Estimate
Albuquerque	1	700	NBC
Atlanta	2	9,000	Stations
Baltimore	3	63,131	Balto. TV Circ. Comm.
Binghamton	. .	Under 100	Permittee
Birmingham	. .	500	Distributors
Boston	2	81,392	Distributors
Buffalo	1	23,677	Buff. Niag. Elec. Co.
Chicago	4	150,000	Elec.Assn. of Chi.
Cincinnati	2	26,500	Crosley Research
Cleveland	2	59,096	Western Reserve U.
Columbus	1	6,890	Distributors
Davenport	. .	22	Distributors
Dayton	2	9,761	Dealers
Detroit	3	60,000	Detroit Edison Co.
Erie	1	4,500	Distributors
Ft. Worth-Dallas	1	10,600	Distributors
Grand Rapids	. .	700	Distributors
Houston	1	4,500	Distributors
Huntington, W. Va.	. .	154	Distributors
Indianapolis	. .	4,000	Distributors
Johnstown, Pa.	. .	2,215	Distributors
Lancaster	1	3,100	Dist. & Dealers
Los Angeles	6	126,249	S. C. Radio & Appl. Assn.
Louisville	1	7,564	Dealers
Memphis	1	*5,600	Distributors
Miami	1	6,270	Dealers
Milwaukee	1	26,738	Distrs. & Dealers
Minneapolis-St. Paul	1	17,100	Distrs. & Dealers
New Haven	1	32,200	Distributors
New Orleans	1	4,200	NBC
New York	6	650,000	DuMont Research Dept.
Newark		600,000	NBC
Oklahoma City	1	3,395	Okla. PS & Elec. Co.
Philadelphia	3	178,000	Elec. Assn. of Phila.
Pittsburgh	1	20,000	Distributors
Providence		7,500	NBC
Richmond	1	11,517	
Rochester	1	3,000	Elec. Assn.
Rock Island		175	Dealers
San Diego	1	5,200	Bureau of Elec. Appl.
San Francisco	2	6,834	No. Calif. Elec. Assn.
Schenectady	1	1,154	Distributors
St. Louis	1	32,100	Union Elec. Co. of Mo.
Salt Lake City	2	4,200	NBC
Seattle	1	6,200	Distributors
Stockton		150	
Syracuse	1	4,200	Distributors
Toledo	1	15,000	Distributors
Utica-Rome		910	Dealers
Washington	4	48,000	Wash. TV Circ. Comm.
Wilmington		*8,497	NBC
TOTAL	68	1,750,278	

Station permittees in Jacksonville (Fla.), Omaha, Portland (Ore.), San Antonio and Tampa report no set figures yet available.

* Memphis set figure was erroneously listed as 12,600 in last survey [BROADCASTING, May 30].

** Includes only Lancaster, Berks, York and Lebanon counties.

WATCH BANDS

Kestenman Spot Campaign

WATCH BANDS will be promoted through television sound film announcements by Kestenman Bros. Mfg. Co., Providence, in a nationwide campaign for its Kestenmade watch bands during the summer and fall. Gordon Schonfarber & Assoc., Providence, agency for Kestenman, created the one-minute films.

The films, the agency reports, will be shown on a staggered schedule, running into the fall buying season in the following cities: Buffalo, New York, Boston, Philadelphia, Baltimore, Cleveland, Los Angeles, San Francisco, Seattle, Detroit, Chicago, Milwaukee, Fort Worth, New Orleans and Atlanta.

STRATOVISION

Washington IRE Hears Nobles

STRATOVISION works well in the UHF television band, C. E. (Chili) Nobles, inventor of the Westinghouse Electric Corp.'s skyhook transmission system, told a Monday meeting of the Washington chapter of the Institute of Radio Engineers.

Mr. Nobles reviewed results of the Westinghouse experiments, which are now awaiting allocation action by the FCC. UHF transmissions were received satisfactorily at distances up to 200 miles from the Stratovision plane, with the 25,000-foot altitude minimizing shadow influences in rugged terrain.

ON THE AIR JULY 15TH

WBTV

CHARLOTTE, N.C.

Channel 3

The first television service in the Carolinas will be inaugurated July 15. Naturally, it's the television service of the Jefferson Standard Broadcasting Company—WBTV.

Service to an area embracing over 1,000,000 North and South Carolinians is assured from WBTV's Spencer Mountain tower, rising 1135 feet above the surrounding terrain. Effective Radiated power will be 16,300 watts for video, 8,200 watts for audio.

WBTV offers advertisers the first television approach to the Carolinas' richest market—where Effective Buying income has more than doubled since 1940.

Represented Nationally by RADIO SALES

PROGRAMS ON FILM FROM 4 TV NETWORKS

Jefferson Standard Broadcasting Company

Telestatus

Analysis of May Advertisers
(Report 64)

TV's ROSTER of advertisers reached 1,343 in May, according to latest calculations by the N. C. Rorabaugh Co., New York, publishers of the *Rorabaugh Report on Television Advertising*. Of these, 958 were local advertisers, 328 spot advertisers, and 57 network. (See chart.)

May business brought the average-per-station figures up to a high level. In May the average TV station had 14.1 network insertions, 12.2 spot accounts, and 16.2 local accounts. These figures are derived by adding the total number of insertions of network, spot and local in each market and dividing by the total number of stations in the market.

The report covers 59 operating video outlets in 34 markets. There was no increase in network advertisers from April to May, but spot advertising has increased by 37 and the number of local advertisers has increased by 81 with no addition in the number of reporting stations during the month.

CBS and NBC were leading in the number of advertisers using their networks. CBS jumped to 23, and NBC dropped slightly to 25 in May. ABC was next with 13 advertisers, and DuMont had 6 advertisers. (Table I)

The leading product group in number of network advertisers was automotive, with nine separate shows during May. Other top product groups were food and toiletries with seven advertisers, and apparel, radios, phonographs and TV sets, and the tobacco advertisers each with five accounts on the networks. (Table II)

Beer and wine advertisers topped the list of spot users. Sticking close to sports and baseball particularly, the advertisers in this product group numbered 77 during May. The next largest group of spot advertisers were the food and food products accounts. In this category there were 56 accounts. This is a net decline for the food accounts from the preceding month, however, of eight advertisers. Beer and wines increased nine accounts from the preceding month.

Other leading product groups in spot advertising, by total accounts, are: Confectionery and soft drinks, 28; apparel and footwear, 24; and household equipment and supplies, 23. None of these product groups had reached the 20 mark in April.

In the local field, the best prospect for TV advertising was the automotive field which led the other product groups with a total of 121 advertisers. Close behind was food advertising, with a total of 119 accounts.

Other product groups in the local field which number more than 100 accounts were, radio and TV set advertising by dealers, 116; apparel and footwear advertisers, 106; and household equipment with an even 100 accounts. Of these accounts, the apparel, footwear group remained at its April level, radio and TV advertising dropped slightly, and household equipment showed a marked increase.

Of the 1,343 accounts in all categories, 182 were food accounts, 138 automotive, 135 apparel and 133 radio and TV manufacturers or dealers.

New York's accounts increased 17 to total 223—the largest number of advertisers in any market. Six stations shared the credit for the record. Philadelphia's three outlets were close behind with 188 accounts, and net gain of eight accounts during the month. (Table III)

Columbus and Miami were added to the roster of markets not served by TV with this issue of the report. Miami's first report lists 30 advertisers, 24 of them local, 3 spot and 3 network. Columbus goes on the air with 26 accounts—9 local, 9 spot, and 8 network.

Ten markets showed a total of more than 100 accounts. In addition to New York and Philadelphia, they were Los Angeles, 169 (six stations); Washington 149 (four stations); Chicago, 138 (four stations); Detroit, 134 (three stations); Baltimore, 133 (two stations reporting, although there are three stations in operation—WBAL-TV does not report its accounts to Rorabaugh); Boston, 118 (two stations); Buffalo, 109 (one station); and Cleveland 100 (two stations).

Leading market for local accounts was Los Angeles, with 103 local advertisers using TV in May. Among the single station markets, Buffalo is an out-front leader with 53 advertisers in the local field. New York leads in the spot category with 112 advertisers, and the next ranking spot market is Philadelphia with 59 spot advertisers. Chicago is third with 52.

New York carries 56 of the 57 network accounts on its video outlets, and as does Washington. Philadelphia carries 55 network accounts, and Baltimore 52. Detroit has 47 and Boston 49.

Dayton led the established mar-

(Continued on page 55)

TABLE I
57 NETWORK ADVERTISERS

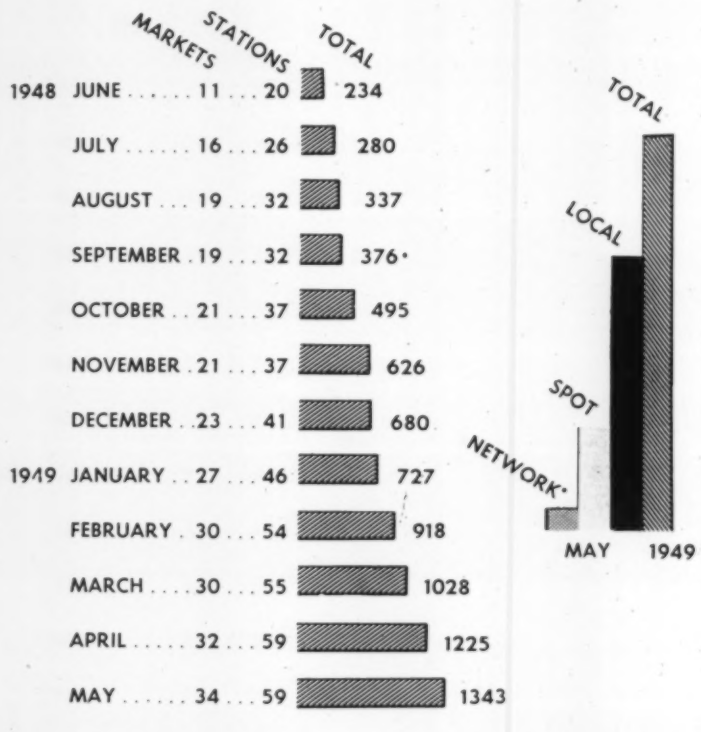
Month of	ABC	CBS	DTN	NBC
June	—	4	1	13
July	—	3	2	13
Aug.	—	3	5	13
Sept.	—	4	5	15
Oct.	3	6	5	24
Nov.	3	6	5	29
Dec.	2	9	6	28
Jan.	2	9	4	24
Feb.	3	15	6	29
March	4	20	6	26
April	7	21	7	30
May	13	23	6	25

Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

TABLE II
ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local-Retail	Total
1. Agricultural & Farming	—	2	—	2
2. Apparel, Footwear & Accessories	5	24	106	135
3. Automotive, Automotive Accessories & Equipment	9	8	121	138
4. Aviation, Aviation Accessories & Equipment	—	—	—	—
5. Beer, Wine & Liquor	2	77	10	89
6. Building Materials, Equip. & Fixtures	—	1	23	24
7. Confectionery & Soft Drinks	3	28	19	50
8. Consumer Services	—	2	70	72
9. Drugs & Remedies	1	7	3	11
10. Entertainment & Amusements	—	—	22	22
11. Food & Food Products	7	56	119	182
12. Gasoline, Lubricants & Other Fuels	2	10	7	19
13. Horticulture	—	—	10	10
14. Household Equip. & Supplies	4	23	100	127
15. Household Furnishings	2	5	51	58
16. Industrial Materials	—	4	2	6
17. Insurance & Banks	1	6	28	35
18. Jewelry, Optical Goods & Cameras	1	9	23	33
19. Office Equipment, Stationery & Writing Supplies	—	2	2	4
20. Publishing & Media	1	5	16	22
21. Radios, Phonographs, Musical Instruments & Accessories	5	12	116	133
22. Retail Stores & Shops	—	—	48	48
23. Smoking Materials	5	10	1	16
24. Soaps, Cleansers & Polishers	1	13	1	15
25. Sporting Goods & Toys	1	2	24	27
26. Toiletries	7	11	1	19
27. Transportation, Travel & Resorts	—	6	12	18
28. Miscellaneous	—	5	23	28
TOTAL	57	328	958	1343

TV'S SPONSORS



*NETWORK TOTALS ARE FOR ENTIRE MONTH; SPOT AND LOCAL FOR SAMPLE WEEK IN MAY

see? *Thousands did . . . on WSB-TV*

Comes 5 in the afternoon . . . and swish—no small fry on the streets in Atlanta! Puppet Woody Willow, with a whopping kids audience, is doing a terrific sales job for candy, soft drinks, potato chips, et cetra.

Set sales soared when WSB-TV began telecast of all home games of Atlanta's Southern League Crackers.

"Anacacho Chief" stomped into the studio to plug the Adams Park Horse Show.

A weekly discussion of family problems features prominent Atlantans in "Battle of the Ages."

Coverage of Vice-President Barkley's address at Emory University typical WSB-TV remote activity.

What's happened to the Atlanta TV market?

TODAY, the Atlanta television market is nearly twice as big as it was three months ago. WSB-TV's plan of establishing circulation in this market—through outstanding programming—was soundly conceived.

In Atlanta today, WSB-TV is the only station on the air seven days a week. WSB-TV is the only Atlanta television station with a consistent daily schedule; the only Atlanta station providing a complete video news service. WSB-TV is the only Atlanta station presenting live studio programs and the only Atlanta television station with a consistent schedule of remotes.

Place yourself as a set owner in the Atlanta area. The station which has the loyalty of this big and growing television audience can be easily named. Ask a Petry man to tell you more.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

Film Report

THEATRE TV

Chicago Hails WBKB Show

CAPACITY house of almost 4,000 persons at the Chicago Theatre welcomed the advent of midwest theatre television Thursday night as WBKB (TV) staged its eighth anniversary celebration.

As they entered the theatre lobby the general public and hundreds of civic officials, entertainment stars, and radio and television executives were telecast by a remote camera crew. Minutes later, seated in the theatre, they saw themselves on the screen through use of Paramount Pictures teletranscription recorder from the projection room.

Several prospective sponsors are said to be considering picking up the tab for the theatre series, estimated at $7,000 weekly. WBKB was slated originally to feed the show to CBS-TV, but network officials in New York were unable to clear time.

The stage revue was emceed by Peter Donald of the *Fred Allen Show*.

At the close of the show, Mr. Donald presented John Balaban, president of the Balaban and Katz movie chain and the video station, who spoke briefly and then introduced Chicago's Mayor Martin H. Kennelly.

Special television features were presented throughout the early evening preceding the theatre telecast.

3 MARKETS
3 STATIONS
1 TV PROGRAM COST

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Three stations linked by microwave relay—serving an area of 935,000 families, 35,000 television homes—with low-cost, high-interest programs for as little as $1.25 per thousand viewers.

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

PETER RABBIT, Happy Jack Squirrel and nearly all of the Thornton Burgess woodland characters are soon to make their television debut. **Princeton Film Center**, Princeton, N. J. has exclusive option with Mr. Burgess for production of television films. Mr. Burgess will appear in many subjects as narrator. Film series will be combination of live action and animation techniques with entirely new format.

Cinetel Corporation, New York, will shortly announce unique method of film distribution to TV stations throughout country. **Edwin T. Woodruff** has been named president of Cinetel. He was formerly president of Telecast Films Inc., and was with Allen B. DuMont Television Co., for eight years. . . . **Television Advertising Productions**, Chicago, has been dissolved voluntarily. Last three original members resigned to accept other television employment. . . . **Marquis Productions**, Los Angeles, to produce series of 13 12½ minute open-end television films entitled *It's Up to You*. First of series depicts adventures of editor of smalltown newspaper. Firm seeks national or regional sponsorship.

Roland Reed Productions, Los Angeles completing 13½ minute open-end film for **Lowe Features**. Entitled *Golf Doctor*, film features **Olin Dutra** giving golf instruction. National sponsorship is sought. . . . **Telefilm Inc.**, Hollywood, has signed Hy Averback, announcer, to do fourth series of three one-minute spot commercials for **MacMillan Oil Co.**

Dick Powell, radio and screen star, has announced plans to produce 26 half-hour dramatic films this fall. . . . Fine film fare seems as-

(Continued on page 48)

INDUSTRIAL TV

Watts Outlines Prospects

W. W. WATTS, vice president in charge of RCA Engineering Products Dept., has outlined the new role TV will play in industry and other non-broadcast fields. The prospects were discussed in a talk on "Television's New Directions" before the Engineers' Society of Milwaukee June 15.

Mr. Watts

"Measured in terms of the equipment it will require, non-broadcast television may well become a service even larger than broadcast television," Mr. Watts said. He stated that some of the applications of TV to industry now being explored include the use of fixed focus cameras in laboratories; at critical points in production lines, and in locations where explosive materials, dangerous gases, extreme temperatures, or difficult access make it impracticable to station a human observer.

Mr. Watts said a future application will be the program for air navigation and traffic control, which calls for telecasting radar screens showing all aircraft in the vicinity of airports, and sending the images of these screens, with transparent maps of the region and other navigation information superimposed, to TV receivers in planes.

To prevent undetected fouls in horse racing, he described how six TV cameras mounted around the track could provide the stewards with a head-on view of the entire race on TV screens.

Mr. Watts predicted that one of the first of TV's new directions to be translated into commercial reality will be theatre TV (see story this page), with some exhibitors presenting TV images 15 x 20 feet or larger on theatre screens, possibly before the end of this year.

RUPPERT'S TV

Signs Ziv Show for 3 Years

RUPPERT's Beer, through Biow Co., New York, has signed a three-year contract to sponsor *Sports Album*, a film series of outstanding sports events through the past year, owned and packaged by Frederic W. Ziv Productions. Cost of show is said to be about $170,000.

The five-minute series will be placed on video stations in New York, Philadelphia, Boston and New Haven, preceding sports events. The show has already started on WPIX (TV) New York before the Giants baseball games.

LAMOTTA-CERDAN

Outside Rights Refused

CONTINUING a reluctance on the part of sports promoters to permit the telecasting or broadcasting of important sports events, the International Boxing Club Inc. refused last Thursday to let out the La-Motta-Cerdan middleweight championship television or AM rights.

The fight at Detroit's Briggs Stadium June 16 was the first important championship bout not to be aired in 20 years. Nick Londes, match maker for IBC, said club had turned down offers as high as $60,000 but no network or agency could be found who would admit having made such an offer.

The Detroit *News* commented in its sports pages, "Good will has not been created. Ill will has been."

Even movies of the bout were forbidden by the IBC edict. Fear was expressed that if the promotion was an unqualified success, a precedent would be set for promoters of other sports to bar outside communications.

However, radio joined with newspapers on Wednesday, original scheduled date of the fight, to announce that rain had forced a postponement until Thursday. "We did it as a public service," remarked Harry Bannister, general manager of WWJ-AM-TV Detroit.

WLWD (TV) OFFICES

To Be Moved to New Site

WLWD (TV) Dayton, Ohio, will move its administrative offices to its new Television Square location at 4595 S. Dixie Highway, Dayton, on July 1, John T. Murphy, WLWD general manager, announced last week.

All programming, sales, promotion and other office functions of the station will be in the new location, Mr. Murphy said. Studios also are being readied there but will not be completed until early fall.

Television Square eventually will house three studios, the largest 60 x 80 feet and the other two 30 x 50 feet each.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

AT PARTY for CBS-TV's *Studio One*, sponsored by Westinghouse Electric Corp., are (l to r): Lloyd Coulter, vice president in charge of radio and TV, McCann-Erickson; David Sutton, CBS-TV sales manager, and J. M. McKibbin, vice president, Westinghouse.

MILLIONTH TUBE

NBC Marks RCA Milestone

HAILING the dramatic growth of television within the past three years, RCA President Frank Folsom on a special NBC-TV broadcast, *A Magic Million*, said the medium can now take its place among other news services and art forms made possible by electronic development. (See Radiorama, page 30.)

The program was in commemoration of the one-millionth television picture tube produced by the RCA Tube Department plant at Lancaster, Pa., from which a portion of the program originated. The millionth tube, at the conclusion of the telecast, was installed in an RCA Victor receiver and presented to the Valley Forge (Pa.) Hospital for Veterans.

The ceremony also observed the inauguration of WGAL-TV Lancaster.

KFI SALES STAFF

Names Separate TV Group

TELEVISION activity has grown to such a point at KFI-TV Los Angeles that the station has split its sales staff between AM and TV, according to Kevin Sweeney, sales manager of AM-TV operations.

Assigned to KFI, Los Angeles NBC affiliate, are Truman Perry, Albert Price and Arnold Kapan. Representing KFI-TV are John Bradley, Baden Powell and George Ledell. "The sizeable increase in our television billings since KFI-TV went daytime March 1 necessitates a separate staff," Mr. Sweeney said.

Degree to Dr. DuMont

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs, New York, was presented last Wednesday with the degree of Doctor of Engineering at the 94th commencement exercises of Polytechnic Institute of Brooklyn. The degree was conferred by H. S. Rogers, president of the institute, for Dr. DuMont's "achievements in the science, the art and the industrial managements of television which are widely recognized by members of professional societies and trade associations, and by the ultimate beneficiaries . . . the American people."

SAG TV VIEW

No Profit in Making Video Films Now

AFTER surveying television realistically, the Screen Actors Guild last week advised its membership of the current state of the medium and announced that negotiations were not likely to get underway before 1950.

In a five point "intelligence report" SAG concluded, following two meetings with the Television Film Producers Assn. and one with western network heads, that:

(1) "There is at present no profit in making film for TV." In support of this, it is pointed out that while numerous companies have been founded, few have made a picture and those made are primarily audition films.

(2) "Film TV costs 100 to 150% more than live TV." Accordingly they reason that any further cost "will hamper development of film by making live TV more attractive to the advertiser."

(3) SAG points out that while kinescope had originally been recognized by them as a means of presenting "live" shows to cities not accessible to the coaxial cable, it now represents a process "which may revolutionize the making of TV film." Accordingly SAG offers notice that where it first was willing to let the unions administering "live" hold jurisdiction, it now stands ready to negotiate such kinescope film contracts where the intent exceeds the area of "live" fare.

Cites Film Talks

(4) The actors body points out that negotiations with the TV Film Producers Assn. demonstrated that they seek to lower minimum conditions to enable competition with live. SAG takes the position "our members will be better served if we attempt to speed up negotiations in the live fields."

(5) SAG observes "some evidence exists that the advertising agencies favor live and want to keep the business in New York. If this is true, it is not wise for us to use our strength too early."

The report to members summarizes the situation with the statement that: "Experienced radio men believe that with the increase in the sale of sets, the TV production business will move from the red to the black during 1950. At this point, a concurrent drive for good contracts in the live and film fields should bring results."

Meanwhile, SAG advised its members not to work for less than guild minimum; not to sign "ridiculous personal contracts"; if TV producers seek "to retain theatrical rights, we advise members" to include a rider in contract calling for share of such rights; sign with no talent agency for over a year.

Don't bet on Tibet

Even if you could open up a trading post in Tibet, it wouldn't be a good bet . . . But WSIX's coverage can make the Nashville retail trading area your best bet for sales today . . . In WSIX's 60 BMB counties 1,321,400 people spend more than $654,888,000 yearly in retail stores. Let WSIX make each of these a trading post for you!

BETTER BUY WSIX

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

THE LATEST WCKY STORY

IN CINCINNATI, BUY WCKY—

THE LOWEST COST PER THOUSAND

For a 15-minute program on the four Cincinnati stations carrying local business, the average cost per thousand tuned-in Radio Homes, 8 AM-8 PM Monday-Friday is as follows:

	WCKY	STATION A	STATION B	STATION C
COST PER THOUSAND	**$2.63**	$4.26	$3.11	$3.94

(Base for Radio Homes is the 2 millivolt area of each station. March-April Cincinnati Pulse. 260 time rate)

WCKY HAS 150% MORE "LOWEST COST PER THOUSAND" SEGMENTS THAN ITS NEAREST COMPETITOR

Of the 48 Quarter-Hours from 8 AM - 8 PM Monday-Friday, the number of quarter-hours each station is the lowest cost per thousand is as follows:

	WCKY	STATION A	STATION B	STATION C
NUMBER OF QUARTER-HOURS STATION IS LOWEST COST PER THOUSAND	**30**	None	12	6

WCKY - ON THE AIR EVERYWHERE, 24 HOURS A DAY 7 DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI, YOUR BEST BUY IS WCKY!

HIGH RATINGS AND LOW CARD RATE MAKE WCKY THE OUTSTANDING BUY IN CINCINNATI

LOOK AT THE RATINGS SOME OF WCKY'S PROGRAMS PULL*:

6.15-6.30 PM SEGMENT OF THE DAILY HIT PARADE		**8.5**
	Station A	4.5
	Station B	6.1
	Station C	4.7
5.30-6 PM WCKY SUPPER SURPRISE		**8.0**
	Station A	4.9
	Station B	5.2
	Station C	4.6
1.30-1.45 PM SEGMENT OF WCKY WALTZ TIME		**6.5**
	Station A	5.0
	Station B	5.0
	Station C	4.3
4.15-4.30 PM SEGMENT OF WCKY MAKEBELIEVE BALLROOM		**5.7**
	Station A	4.1
	Station B	5.4
	Station C	5.4

(—Rating from March-April Cincinnati Pulse)*

AND REMEMBER THAT WCKY, WITH 50,000 WATTS, GIVES YOU NOT ONLY THE METROPOLITAN CINCINNATI AREA, BUT A TREMENDOUS INTENSE LISTENING BONUS AUDIENCE IN 12 STATES—PROVEN BY AN AVERAGE OF 14,591 LETTERS PER WEEK FOR THE LAST 22 WEEKS.

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

'Avco' Down. Is It Out?

HONEST CONFESSION is good. Coming from FCC, it also is unusual. In this light, therefore, the most refreshing part of FCC's repeal of the Avco Rule is the accompanying admission that the rule had failed its purpose [BROADCASTING, June 13].

We commend not only the decision, but the admission. Candor of this sort is essential to FCC's vaunted conception of "fairness." Exercised consistently, it would do much to give broadcasters a needed confidence in the agency which regulates them.

Avco's repeal in itself is a victory of some magnitude—if the removal of an improper procedure, and the reinstitution of a proper one, can correctly be called a "victory." "Simple justice" seems a better term. The necessity of advertising for competing bids on stations when they are being sold is eliminated. Henceforth, sales need only the simple approval of the Commission. The procedure will be the same as that followed before the FCC, over the continuing protests of both broadcasters and BROADCASTING, set up the Avco competitive-bidding plan in 1945.

But the victory, if it may properly be called that, is not complete. It will be nullified, and then some, if the Commission enacts its proposed procedural changes which, among other things, would require local advertising of virtually *all* broadcast applications. The time and money saved by Avco's repeal would become trivial beside the delays and confusion, useless investigations and hearings resulting from any such universal advertising requirement. The test comes June 27, the date set for oral argument on the proposed changes.

The principle of the cut-off date, also contemplated in FCC's proposals, seems sound. But it should be simpler than now written. It must expedite actions, not protract them.

With its unhappy experience with the Avco Rule so close behind it, FCC should be wary of further make-work procedures. We hope its admission of Avco's failure, plus its recent move to separate semi-judicial and prosecutory functions, indicates a new, practical approach to procedural problems. Certainly by now it should know that a procedure is not good simply because it is complicated, and that delay seldom serves the public interest.

Doomed Again?

IN 1947, when network radio climbed to new revenue heights, the usually cautious and highly respected *Wall Street Journal* ran a front-page story headed: "BIG NETWORK PROGRAMS DROPPED IN AD SLASH; BROADCASTERS STUNNED." More stunning than stunned, these broadcasters went on into 1948 to increase their net revenue from time sales by nearly 5%.

Once burned, the *Journal* is back in 1949 to try again. Another front-page story—another scare head: "BROADCASTING JITTERS . . . PAYROLLS SLASHED . . . DARKER FALL OUTLOOK." Network broadcasting, the *Journal* reports, is down to a last desperate attempt to save itself by "penny pinching." Rumor has it that the executives of the networks are now instructed to stop picking up luncheon checks (presumably the client will) and to count up those nickel phone calls.

In 1947 the *Journal* said CBS was "hardest hit." This same network is now reported all worried and jittery because it has 2½ hours of evening time available! Last year at this time CBS had five hours unsold but the *Journal* apparently overlooked this.

Nowhere in the *Journal's* columns can one find the actual figures for network revenue thus far this year. Could it be that this might have ruined a good story? Publishers Information Bureau reports network time sales about equal to first quarter 1948.

Our guess is that, despite the summer hiatuses, 1949's business will equal 1948's record. *Wall Street Journal* does pretty well covering Wall Street, but it seems to stub its editorial toe on Radio Row.

Baltimore—Ungagged

FOR YEARS radio has implored the nation's press to give a hand in the fight for free speech, lest the newspapers find themselves next in line.

In desultory fashion, the organized press only recently has joined hands in the radio crusade—obviously lacking the spirit that usually animates publishers when press censorship is even so much as suspected. That's probably because many horse-and-buggy newspapers still refuse to recognize radio as "audible journalism."

And it's palpably evident that newspapers generally are out to gut radio in a business way, the latest example being the full-page campaign sponsored by the American Newspaper Advertising Network (which stole its format from radio) proclaiming loudly that the H. J. Heinz Co. uses newspapers to the exclusion of radio. Mr. Heinz constitutes his own 58th variety, since we know of no other major food manufacturer who uses a blindfold (foods and food beverages in 1948 represented roughly one fourth of radio's gross billings, being second only to drugs and toilet goods).

In the freedom fight, the shoe was on the other foot the other day. The Maryland Supreme Court lifted the so-called Baltimore Gag, which for a decade had prohibited "publication" of crime news under certain prescribed conditions. The decision, now to be finalized through an appeal by the state to the U. S. Supreme Court, came as a result of a litigation courageously undertaken by Baltimore stations cited for contempt of court after they had broadcast factual reports on an indicted criminal. The lower court's decision was reversed.

Baltimore newspapers for 10 years had found it expedient to consult judges in advance on what was permissible to print without running the risk of contempt. What one judge might hold allowable for one newspaper a second judge might disallow for the other.

In reversing contempt citations against WCBM WITH and WFBR, as well as a former WITH newsman, the State Court held that the gag violated the U. S. Supreme Court's judgment on the constitutional guarantees of free speech. It placed radio on equal footing with the press.

This marks another stride forward in radio's quest for full freedom. On another level, the FCC repealed its ban on station editorializing, though it beclouded its action with legalistic legerdemain. One by one state legislatures are imparting to radio newsmen the same degree of protection against revelation of news sources as they accord the press.

So chalk up a big assist—if not the whole ball game—to Baltimore stations which removed another stricture upon freedom of radio—and the press. Perhaps when the next radio freedom crisis develops, the organized press will be more avid in its support.

Our Respects To —

MORTIMER WARREN LOEWI

IN 1914 a successful young commercial artist, being interviewed by *The New York Times*, complained that the advertising art of that time was too static. The illustrations in the ads, he averred, showed the products as isolated objects instead of in normal situations of use. Advertising, his thesis ran, must demonstrate as well as depict if it is to be fully effective in making the reader want to own the advertised product.

Today, as director of the DuMont Television Network, Mortimer Warren Loewi likes to point out that television provides the perfect proof of his 35-year old argument. "Television's outstanding contribution to advertising," he says, "is its ability to demonstrate products in use to the prospective buyer under ideal conditions—the sponsor's best salesman explaining and demonstrating his product to people at ease in their own homes; people, moreover, who have invited him in and are in a receptive mood for his message."

Commdr. Loewi sees television as revolutionizing today's retail selling. "Suppose," he suggests, "a store advertises a particular item by television. At the end of the demonstration the sponsor asks the viewers not to come to the store to buy the product but to order it by phone, offering them a substantial discount on this video special, which he could well afford to do as he is saving both the time of his store salespeople and the wear and tear on his store fixtures!"

Such video selling would be particularly appropriate during the daytime hours, Commdr. Loewi believes, when women are glad to do their shopping at home by television and will willingly watch programs that are almost completely commercial without expecting or wanting the elaborate entertainment that characterizes the evening video fare. He feels that too much emphasis has been placed on the entertainment side of television, not enough on the sales end.

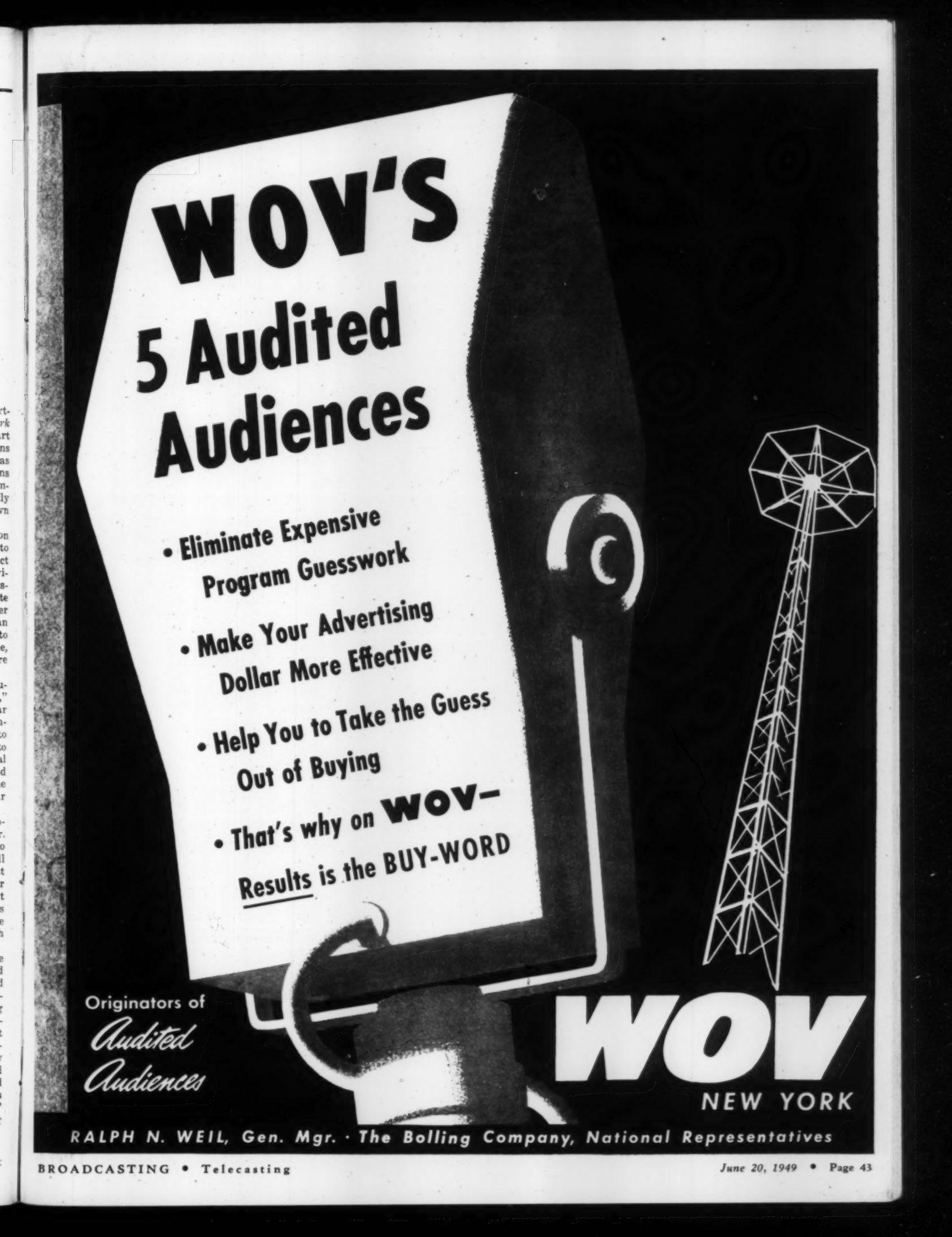
"We in television have been trying to move the best entertainment that Broadway and Hollywood has to offer out of the theatres and into the homes of television set owners without giving enough thought to how we are going to make these programs sell enough merchandise to pay their own way and show a profit for the advertiser," he declared. "Before television closes the box offices of the Broadway showhouses and neighborhood movies we'd better be sure to provide for the funds needed to put all of this entertainment into the homes of non-paying audiences through television."

His strong conviction that television is going

(Continued on page 44)

WOV'S 5 Audited Audiences

- Eliminate Expensive Program Guesswork
- Make Your Advertising Dollar More Effective
- Help You to Take the Guess Out of Buying
- That's why on **WOV**— Results is the BUY-WORD



Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

Respects

(Continued from page 42)

to have to prove its advertising worth in hard competition with the already established media runs counter to the dictum frequently expressed in advertising meetings that advertisers will appropriate additional funds for television without decreasing their present budgets for radio or printed ads. "Nonsense," he snaps. "In times of readjustment like this, with falling prices and lowered dollar volume sales, advertising budgets are more likely to be cut than increased. There is no longer any question of television's ability to hold viewers enthralled for hours on end. Our big job now is to develop the commercial techniques to translate that rapt attention from program to commercial and from viewing to buying."

Commdr. Loewi views daytime television as the ideal proving ground for video's commercial techniques. He also sees daytime TV as a service owed to the family which has purchased a TV set and is entitled to use it more than just during the evening, to the local advertiser whose programs cannot hope to compete with the network shows of the national advertisers in the choice nighttime hours, and to the TV broadcaster for whom the added daytime revenue may prove a life preserver to buoy him out of a sea of red ink.

Last fall, when Commdr. Loewi put his theory to the test by inaugurating full daytime operation at WABD(TV) New York, flagship of the DuMont network, other TV broadcasters were sure that he was riding for a fall. Today, a scant six months later, most of New York's TV stations are offering programs during the daytime hours, although on a less ambitious scale than that of WABD. More satisfying to Commdr. Loewi than this flattery of imitation from his competitors, however, is the fact that WABD's daytime operation has proved profitable from the start.

Acting on his own convictions regardless of majority opinion is a fixed habit of Commdr. Loewi, who attributes this characteristic to heredity. "You're either born competitive or you're not," he declares, "and I was." Adherents of the theory that environment is more important than heredity in molding character may feel that his competitiveness probably stems from his mother's insistence that he wear long curls and velvet jackets which made Little Lord Fauntleroy a fighting word to the youth of his generation. Young Mort's boyhood, he recalls, was just one fight after another until his mother relented and let him crop his locks and assume a costume more acceptable to his playmates.

From Urbana, Ohio, where Mort was born January 15, 1888, the Loewi family moved to Piqua, where he attended grade and high school. A growing interest in painting, started with childish dabblings in the paints of his sister and mother who decorated china in the fashion of the day, led him to New York, where he studied art at Pratt Institute and at the Art Students League.

After graduation from Pratt in 1904, young Loewi went to work for the *Brooklyn Eagle*, starting as copy boy but soon becoming a member of the paper's art department. His work there led to a position with Knopf Advertising Agency, headed by the father of Alfred Knopf, noted book publisher. Still burning with the desire to become the world's greatest artist ("I was never satisfied to be anything but first at whatever I tried"), Mort left advertising for more study at the Julian Academy in Paris.

Returning to New York and advertising after two years abroad, Mr. Loewi joined the art staff of the Herbert Kaufman agency, but before long he left to start his own agency. In addition to painting handsome young men in Kuppenheimer Clothes and such advertising work, he turned out a steady flow of illustrations and covers for leading magazines.

Goes to Wall Street

Deciding that the necessity of meeting deadlines took all the pleasure out of art, Mr. Loewi concluded that the thing for him to do was to become a millionaire, whereupon he could retire and paint at his leisure. Obviously the place to make a million was Wall St., so in 1917 he abandoned a successful career in commercial art for a $25-a-week job as runner for a brokerage firm. Tackling the financial world with the same vigorous enthusiasm that had won him a place on the championship football and basketball teams of Pratt Institute, Mr. Loewi achieved a partnership in his firm within six months. In 1919 he purchased a seat on the New York Stock Exchange. (He sold this seat—at the peak price for the year—several months ago after holding it for 30 years.)

By the late 1920's he had made his million several times over. His Long Island estate, in addition to the private swimming pool, golf course and yacht which were standard equipment for such places at that time, boasted a forest which he had created by having 58 full grown trees moved in and replanted, an extravagant gesture even for those days, and eight automobiles. Came the crash and Mr. Loewi's millions evaporated, restoring him to the status of a hardworking, prosperous stockbroker.

One dull day in the fall of 1935, Mr. Loewi was idly watching a mechanic repair the Dow-Jones ticker in his office. He commented on the intricate nature of the mechanism and the repairman responded that if he really wanted to see an ingenious device he should get in touch with Allen DuMont, who had developed a way to send written messages over telephone wires and reproduce them on a cathode ray tube. It might be worth while, the repairman added, as Mr. DuMont was in need of financing.

Mr. Loewi got to wondering whether this might not provide a way for recording telephone calls when the called party was not at home. He visited the DuMont workshop in Montclair, N. J., and posed the question to the young inventor. The cathode ray tube held an image only a few seconds, Mr. DuMont said, so it could not act as a telephone memo pad, but it might be possible to preserve the fleeting images by photography. Mr. Loewi urged him to try to work it out, thinking the telephone company would be interested, but when the device was completed there were no takers.

Mr. Loewi had better luck with his next venture for DuMont, licensing RCA to use the DuMont developed "Magic Eye" radio tuning device for enough money to buy a factory for the manufacture of cathode ray tubes. By this time he had become financial adviser to the young inventor and from then on the careers of Loewi and DuMont have been intertwined, the financial acumen of Mort Loewi complementing the electronic genius of Allen DuMont.

From cathode ray tubes to complete video receivers was a natural step and the DuMont Teleset was put on sale to the New York public in the fall of 1938, some time before the inauguration of regularly scheduled telecasting in that city. It was the first TV receiver to go on the market. The following year Mr. Loewi negotiated a stock deal with Paramount Pictures which through a loan of $200,000

Senate Confirms Gray

APPOINTMENT of Gordon Gray, president and publisher of the Piedmont Publishing Co., Winston-Salem, N.C., (WSJS) and owner of WMIT (FM) Winston-Salem, as Secretary of the Army was unanimously confirmed by the Senate last Monday (June 13). President Truman nominated Mr. Gray for the post June 10 [BROADCASTING, June 13]. Formerly Undersecretary, Mr. Gray replaces Kenneth C. Royall, and has served as acting secretary since Mr. Royall's resignation several weeks ago.

CHICAGO AUDIENCE FACTS

1948
6 A.M. to 6 P.M.
366 DAYS

Network A 1st
Network B 2nd
W-I-N-D 3rd
Network C 4th
Network D 5th

PULSE for 1948

W-I-N-D
560 KC.
24 hours a day
KATZ AGENCY INC.
NATIONAL REPRESENTATIVE

provided new capital for DuMont and enabled the company to build its first TV station, WABD New York.

When the war turned the DuMont plant into an electronic arsenal, Mr. Loewi dropped his title of executive vice president of the corporation to become Lt. Commdr. Loewi of the Navy's Bureau of Ships, Radio & Radar Division, serving in Washington and in the anti-submarine campaign in the Gulf of Mexico. Discharged with the rank of full commander at the war's end, he returned to DuMont as executive assistant to the president. In February of this year, with the resignation of Lawrence Phillips, he became director of the DuMont TV Network.

At 61, Mr. Loewi's slim, trim figure and his seemingly endless energy are the envy of his junior associates. His full head of silver hair is the only sign of added years, although today golf has replaced speed skating and tennis as his major athletic endeavor. A legal resident of Florida, he looks forward to the time when his duties at DuMont will allow him to spend most of the winter in that state. During the summer he and Mrs. Loewi, the former Lillian Blumenthal, whom he married in 1910, make their home on their cabin cruiser, which during the week is anchored at Point Lookout, L. I., connected to shore with water, electric and telephone lines which are unhooked when the Loewis take off for a week-end cruise. Their current cruiser, the Robmar VI, like the previous ones, is named for their two children, Robert, a program producer at DuMont, and Margery Claire. Margery is Mrs. Leonard Cramer, wife of the executive vice president of DuMont, who succeeded his father-in-law in that post.

Pursues All Phases of TV

Primarily concerned with programming, sales and other problems of network operation, Commdr. Loewi does not entirely neglect the other aspects of television. In answer to a friend's complaint that television required a constant rearrangement of the living room furniture, he designed a video receiver mounted on a revolving base so that it may be turned toward any part of the room. When not in use, the set (Manchu model) is turned sideways, becoming a handsome Chinese cabinet which sits flat against the wall, stilling another common housewifely objection that most TV sets when not in use are overly obtrusive pieces of furniture.

On occasion, Commdr. Loewi also reverts to his advertising agency days to write some of the firm's advertisements. One such ad, written shortly after his return from the Navy, expresses his vision of television's potentialities.

"Television," he wrote, "will topple the walls of misunderstanding and intolerance—The Tower of Babel of our time. Television will project ideas and ideals across international boundaries and be the greatest frontier jumper of our day, reaching into foreign homes and meeting places with the ease of radio and with the added advantage of speaking the universally-understood language of pictures. This great new medium of television makes its chief appeal to the eye which discerns truth far more quickly than the ear . . ."

WENR-FM HOURS

Curtailment Hit by FMA

SUGGESTION that action of ABC network in curtailing its WENR-FM Chicago broadcasting to six hours daily is "a desperate attempt to force the growing FM audience back to AM" was made June 10 by Ed Sellers, executive director of FM Assn.

In a sharp statement criticizing ABC for its action, Mr. Sellers called it "further indication of the economic stranglehold that the major networks seek to impose on the development of FM." He added that more than 250,000 FM receivers are located in the Chicago area, and pointed out that the curtailment of WENR-FM hours is not in the public interest. It now is impossible, he said, for listeners in Chicago to hear all the ABC programs, WENR sharing time with WLS and neither station carrying full ABC service.

"It is our belief," Mr. Sellers added, "the networks have displayed apathy in postwar FM relations and developments." This attitude, he added, is a "crippling reversal of the views held by the networks a few short years ago when they strongly urged their AM outlets to apply for and use FM facilities to expand coverage."

He questioned whether the WENR-FM curtailment was due to the fact that a major set manufacturer is advertising in Chicago that only through FM could Chicagoans hear the full ABC program schedules, whereas this was not possible on AM.

FCC has been apprised of the ABC action, according to the FMA statement.

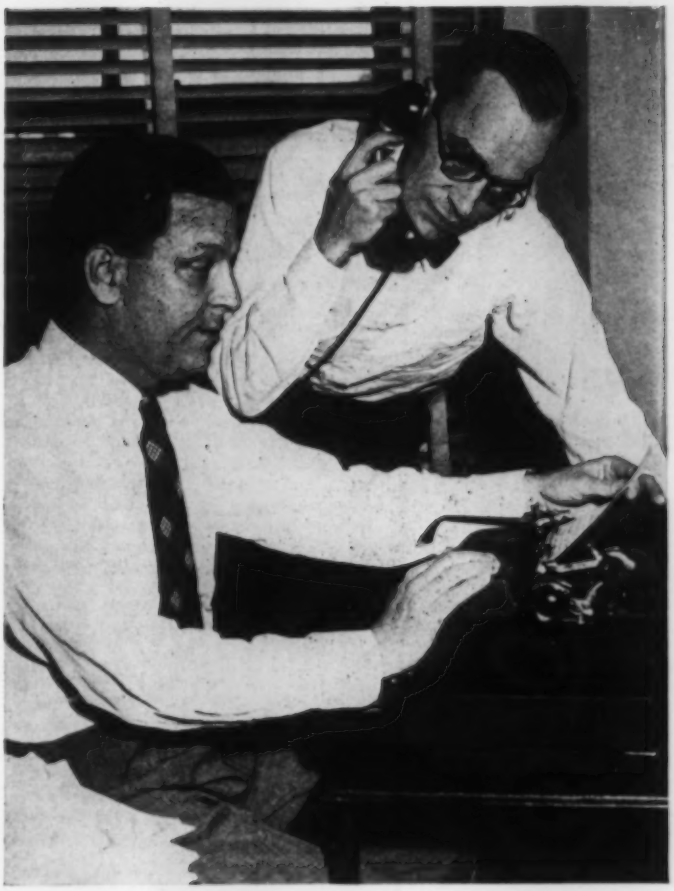
AGVA REPLIES

Barto Denies Raid on AFM

AMERICAN Guild of Variety Artists is not raiding American Federation of Musicians, Dewey Barto, national administrative secretary of AGVA, said last week in taking issue with AFM President James C. Petrillo.

Mr. Petrillo, in a virulent attack on AGVA, at the AFM San Francisco convention, called the actors' union a "bunch of thieves" and charged it was raiding the AFM.

Mr. Barto said AGVA was aware for some time of the AFM president's feelings and had tried for several months to arrange for meetings to negotiate the differences between the two unions.



His Touch System Keeps His Finger On Top of the News from Washington

The "system" includes much more than an alert set of fingers on a typewriter. His office staff, complete with reporters and radio editors, works under constant pressure, sifting the news, confirming the facts, interviewing the people who know why news is made. By the time he goes on the air, his 185-line script reflects precise background data gathered by trained reporters.

The system pays off for listeners and advertisers as well. His vast and loyal national audience gets "the top of the news from Washington." His co-op advertisers get results. Currently sponsored on more than 300 stations, Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Open Mike

(Continued from page 16)

standards; transmitter; studio; field; general engineering; and charts, graphs, tables and notes. These sections contain maintenance procedures, FCC Rules and Regulations and other basic material which will be of direct, almost daily help to the operating engineer. . . .

Royal V. Howard
Director of Engineering
NAB
Washington

* * *

Seek Old WORL Spot

EDITOR, BROADCASTING:

In your very interesting and thought provoking story of WORL's departure from the air, there was one small but significant error.

In describing the efforts of the employes to keep the station on the air, the statement was made that the Boston Radio Co., one of the applicants for the frequency, had withdrawn. This is in error.

The Boston Radio Co., of which James E. Markham is president, is actively pursuing its application, and is ready and willing to step in and take over broadcasting just as quickly as possible if it is granted a license by the Commission.

What is probably of greater interest to the WORL staff, is the expressed interest of the Boston Radio Co. to employ as many as possible of the old staff—again, if it is granted the franchise by the FCC.

As vice president and general manager of the Boston Radio Co., I assure you that we are as anxious as the staff for a decision.

John H. McNeil
Vice President
Boston Radio Co.
New York

* * *

'Excellent Story'

EDITOR, BROADCASTING:

This is a note of appreciation for the excellent story about Bekins Van and Storage Co.'s radio advertising appearing in the [June 6] issue of BROADCASTING. Both Bekins and this agency are very grateful to your publication for this excellent story.

If we may have your permission, we would like to have 1,000 reprints made of the article for distribution to other warehouse companies throughout the United States who might get some ideas for use in connection with their own radio advertising. . . .

A. R. Brooks
Brooks Advertising Agency
Los Angeles, Calif.

* * *

Clear Channel Points

EDITOR, BROADCASTING:

I noted with interest the letter from Mr. Charles N. Cutler in the "Open Mike" column in the May 30 issue.

Mr. Cutler . . . does not appreciate . . . the efforts of the Clear Channel Broadcasting Service to give adequate rural radio coverage. He looks to "500 to one million kw" FM stations as the answer. . . . Included in the CCBS membership are stations which pioneered in FM. . . . WSM [Nashville] received the first commercial FM license. In 1947 CCBS made a nine-months' study of FM, including field-intensity measurements covering a total distance of 5,000 miles and prepared 23 individual exhibits. . . . CCBS made every possible effort to analyze the performance of current and projected FM receivers. . . . CCBS concluded that FM is *not* the answer to solving the problem of covering the underserved areas. . . .

Mr. Cutler expressed the feeling that the demise of clear channel radio service in the United States is in the offing because of the "possible increase in power of Mexican stations above 50 kw." Actually, all six Mexican I-A clear channel stations are operating with power in excess of 100 kw, and it is reported that 500 kw operation is contemplated. Why this "foreshadows the doom" of U. S. clear channels is not made clear. . . .

The interest of the entire American radio industry and public can best be served, and rural areas can best be covered by retaining all of the clear channels and granting them higher power.

Ward L. Quaal
Director, CCBS

* * *

Long-Time Reader

EDITOR, BROADCASTING:

. . . I have been reading BROADCASTING for so many years that I do not remember when I started—in fact, I would be "lost" without it.

Wallace H. Lancton
Radio & Television Director
Jackson and Co.
New York

* * *

Runnion Views Hit

EDITOR, BROADCASTING:

In behalf of FM broadcasting I should like to go on record as opposing the ungentlemanly, unreasonable attitude of one Mr. Guy Runnion, of KXLW-FM St. Louis, toward the one manufacturer who is really building for FM and the future. I refer to the "Zenith Target" article in which Mr. Runnion castigated the promotional efforts of the Zenith Radio Corp. . . .

E. J. Hodel
Manager, WCFC-FM
Beckley, W. Va.

* * *

Reports FM Reception

EDITOR, BROADCASTING:

. . . Our station operates on FM power of 46,200 w. Last week we received a letter from a woman in Salisbury Center, New York. She wrote that she has been listening *regularly* on FM to one of our local programs, *The Dixie Playboys*, aired from 6:30 to 7 a.m. How's that for reception!

Walter Mitchell
Promotion Manager
WRBL Columbus, Ga.

* * *

IMP-ressed by 'Otto'

EDITOR, BROADCASTING:

[Editor's Note: The above answer was received from Bill Newens, KOIL Omaha, in response to BROADCASTING'S promotion piece, "More About Otto, the Imp." Thanks, Bill.]

* * *

Lauds Milwaukee Story

EDITOR, BROADCASTING:

Your Milwaukee Section [BROADCASTING, June 6] is most interesting and the extra sections that we received will be put to good use. . . .

J. S. Stolzoff
Radio-Television Director
The Cramer-Krasselt Co.
Advertising
Milwaukee, Wis.

W. CARRUTHERS

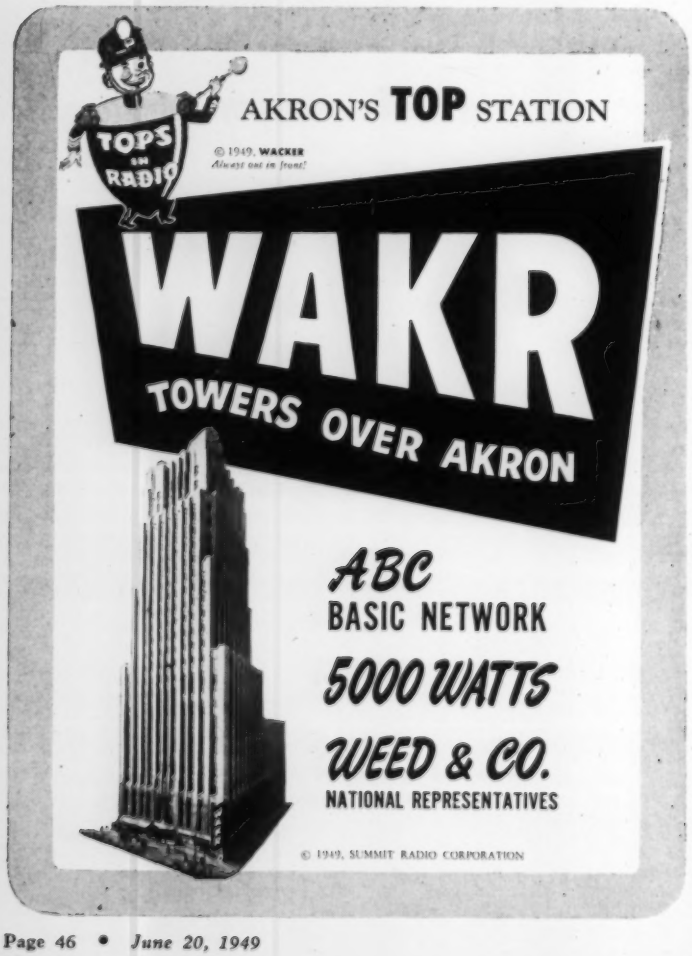
Heads Don Lee Engineering

WALTER W. CARRUTHERS, chief engineer in charge of AM and FM activities for Don Lee Broadcasting System, has been named vice president in charge of engineering for network, effective immediately, according to an announcement by Willet H. Brown, Don Lee president. In the newly created post, he will supervise the network's AM, FM television and recording activities.

Mr. Carruthers joined Don Lee in 1938 as program technician, leaving four years later to become project supervisor for U. of California Division of War Research. In 1945 he returned to the network as director of research, later becoming chief studio engineer and finally chief engineer early in 1949.

Mr. Carruthers is a member of the Acoustical Society of America.

Harry R. Lubcke continues as director of television engineering for network.



Race Track Results

(Continued from page 23)

an AP printer but that on Oct. 4, 1948, they had entered into a 52-week contract with Armstrong Daily Sports Inc., New York, to air race results from 1 to 7 p.m. Monday through Saturday. Armstrong furnished a printer and pays WTUX $25 per day, the letter said. Armstrong also gets the last quarter-hour of the day to air a racing resume. The letter continued:

The result is given over the air approximately five minutes after the running of the race and the mutuel is given approximately ten to twelve minutes after the race has been run. The racing information is carried in a program called the "1290 Sports Parade" which is devoted to news, music and sporting information of all kinds. Horse racing has never been predominant in our afternoon show and is only one of several sports reported. We give late scratches, changes of jockeys, results and mutuels. We have never lifted a needle or faded out a record, no blowing of bugles, giving morning line, odds, bets, or any other racing gimmick.

We at WTUX have never given running description of races. We merely give the racing information as it comes to us and in a delayed fashion. Since October 4, the only different thing that we give for Armstrong is to use Armstrong serial numbers, taken from their sheet. . . . We studied the Commission decision in the WWDC case, when it was rendered, and we believe that our actions are in conformity with the public interest norm, as is set forth in that decision.

In granting renewal to WWDC after studying its racing shows, the FCC found there was program balance, limited track data was given, sponsors appeared to be reputable firms and the announcement of winners was delayed 10 to 15 minutes after the races [BROADCASTING, Feb. 2, 9, 1948].

Police Testimony

At the last day of the hearing in Wilmington, Capt. Harry W. Towers of the police force testified as to conclusions his department had arrived at after meeting with station officials that morning. These were that: Horse race programs were all right as a matter of principle but that announcement of winners should be delayed until after the next race is run; it would be helpful if data on off-time, track conditions and scratches were eliminated or at least used only in summaries at the day's end.

Capt. Towers, one of the key figures in the hearing because of his extensive experience with illegal bookmaking activities there, under questioning said it would not help the law enforcement situation if only WTUX were made to curtail race programming because bookies would just listen to many other stations that could be heard there.

When asked if the police department had any ideas about general regulation to help law enforcement he said: "I think it should be taken with respect to all radio stations putting out this sort of information. If it merely pertains to one radio station it is not going to help us in any way at all."

Earlier in the proceeding Capt. Towers had told in detail about his raids on bookies and his observations of their habits and operations. He said a bookie could still operate with a 30-minute time lag in announcement of the winners and suggested a minimum delay of 45 minutes. He pointed out that detailed information about tracks, scratches etc. aids bookies in their operations and he said he believed that the raiding of telephones "has increased the use of radio."

Capt. Towers said that since June 1948 22 radios and 48 phones were confiscated. Arrests for bookmaking since that date totaled 78, he said. Out of 30 to 40 arrests he had made in the past two years, Capt. Towers said, he found eight radios tuned to WTUX and two others unknown. FCC presented 10 radios at the hearing, obtained from the police, which were purported to have been tuned to WTUX when raids were made.

Superintendent Kavanaugh testified he had considered raiding WTUX, locking the station up and confiscating its equipment, but did not because he felt the problem not a local one in view of out-of-town stations giving similar data. Instead he notified FCC, he said. The police and fire official said he knew other law enforcemnt officers throughout the country were concerned about radio since the phone confiscations went into effect. As a director and past president of the International Assn. of Chiefs of Police, he said it was discussed at conventions.

FCC counsels, Paul Dobin and Dee W. Pincock, subpoenaed more than a score of local persons who purportedly were or had been engaged in bookmaking activities. However, less than a dozen of these individuals were called to the stand to testify. Only half of these said they used radio at all while the others said they were not at all interested in radio. Of those that did use radio, there was mixed opinion as to what and how much information was of any use to them. One testified he could not stay in business without radio.

Other Sources Said Faster

Most of those that did use radio, however, testified to the effect that WTUX was a poor second preference because certain out-of-town stations gave more information and gave winners faster. Some said they listened to WTUX only when they had to. One objection to WTUX was its use of the Armstrong identification number rather than the universal post number.

The stations named as being used in addition to WTUX included: WWBZ Vineland, N. J.; WITH Baltimore; WAMS Wilmington; WPEN Philadelphia; WANN Annapolis; WINS New York, and a station unidentified in Chester, Pa.

Several of the alleged bookies testified that many people were interested in full race information even though they never bet, just as in any other sport. They pointed out the desire to mentally make a choice in a contest and the urge to see as soon as possible if one chose correctly. Stress that Wilmington "is a horse-race town" also was made.

Roger E. Phelps, radio engineer in charge of FCC's third district in Philadelphia, testified about monitoring WTUX race programs on Dec. 3 and 6, 1948, at the instruction of the Commission in Washington. He cited one race winner which he claimed was announced one minute and 46 seconds after the end of the race.

WTUX owners MacIntosh and Robinson testified at length on their race program policies which they considered to be not objectionable, in the public interest and never conceived to be of help to gamblers. Receipt of any payment for race data was vigorously denied and Mr. MacIntosh explained he acquired the Armstrong sponsorship to kill such "idle" rumors as he had heard. Mr. Robinson explained how the race information composed only a small portion of the program time in comparison to other sports news and entertainment.

Considerable testimony also was taken on the public service activities of WTUX and a number of witnesses were presented on this aspect.

John J. Brady, managing editor of the Wilmington *Morning News*, and Elmer F. Cunningham, managing editor of the *Journal Every Evening*, under same ownership, testified to their papers' policy in using race information. They indicated they printed it as legitimate news because of local interest and if it were used for illegal purposes there was no way to stop it.

Upcoming

June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 14-15: Annual Indiana U. Radio in Education conference, Bloomington, Ind.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

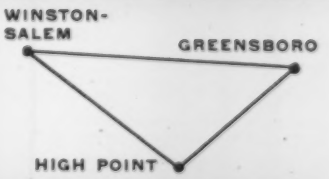
LOCAL PROGRAMS THAT *Click!*

- *Bow-Ties and Bow-Kays*
- *Music for the Mrs.*
- *Piedmont Farm Program*

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH *SATURATE* NORTH CAROLINA'S GOLDEN TRIANGLE



No. 1 MARKET IN THE SOUTH'S No. 1 STATE

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

WFBL

SYRACUSE, N.Y.

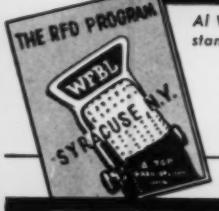
1ST

in the

Central New York RURAL MARKET

- WFBL is the only radio station to maintain an agricultural studio at the Central New York Regional Market where instantaneous market prices, both local and national, are gathered and broadcast direct to rural audience.
- WFBL co-operates completely with the Department of Agriculture of Cornell University . . . every important agricultural bulletin is given top preference during the program.
- The WFBL RFD Show, 5 to 7 a. m., Monday through Saturday, is produced by the best qualified radio farm director in Central New York . . . a real farmer who knows and understands his audience. His sparkling wit, musical selections and all-around entertainment produce a loyal group of listeners . . . listeners with the great purchasing power of a rich farm market . . . listeners that buy the products advertised on WFBL RFD.

Al Warner, WFBL Farm Director, is a real farmer who understands and interprets the problems of the rural market.



Ask Free & Peters for the WFBL RFD Booklet and Availabilities.

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING

Film Report

(Continued from page 38)

sured juvenile televiewers with much going on celluloid for their enjoyment. **Ely Landau,** head of own newly established TV package firm has entered agreement with **Children's World Theatre Corp.,** New York, for production of children's video programs. Mr. Landau will produce series with **Monte Meacham,** president, of Children's World Theatre. Plans for similar arrangements with established groups in other specialized theatre fields currently being made by Mr. Landau.

Apex Pictures, Hollywood, will start production of *The Lone Ranger* if casting is speedily solved. . . . **Henry Hobhouse,** director, **Partheon Productions Ltd.,** London, England film firm, announced plans to make movies for American television. Fifteen minute shorts would include puppet shows, music hall numbers, sports reviews and mystery shows. British government has loaned film company money to promote venture. . . . **Chicago Dodge Dealers Assn.,** through **Ruthrauff and Ryan,** has ordered production of three one-minute, one 20-second and two 40-second film spots from **Alexander & Associates** to be telecast over WBKB commencing June 20..

TELEscoops, New York, has signed exclusive television contract with **Emily Post,** according to **Sam E. Hunsaker** and **William A. Battista** of that firm, producers of television shows and commercials. Production has already started on first of initial series of 39 five-minute shows to be filmed for 13-week schedule. Prospective sponsors will get preview of first film in near future, entire series will be ready by early fall. Emily Post will open each show with appropriate introductions and then give way to life-like puppets who enact each subject of etiquette. Animation will be by means of stop-motion photography and although unwilling to release prices at this time Mr. Hunsaker pointed out that TELEscoops has been able to reduce this type of filming more than 75% as compared with similar quality films now being used in TV commercials.

American Products Corp. has established offices in seven cities for releasing of first run films for television. Under name of **American Products Releasing Corp.,** new firm's headquarters are at 3757 Wilshire Blvd., Los Angeles. Other offices are in New York, Chicago, Houston, Atlanta, Seattle and Washington, D. C. **Glenn Bever,** president and general manager of parent organization, heads Los Angeles office. According to Mr. Bever, contracts already have been signed with eight Hollywood television film producers for releasing of films.

RCA SERVICE Co., Camden, N. J., is launching extensive training program designed to acquaint distributors, dealers and independent radio and phonograph servicemen with mechanical features and operation of RCA Victor's 45 rpm record player.

ABC CHANGES

Several Posts Realigned

TITLE changes and realignment of duties of several ABC executives were announced last week.

Theodore I. Oberfelder, director of advertising and promotion, was given also the directorship of research, a position from which Edward F. Evans, who has been with ABC since its formation, has resigned.

Mitchell De Groot, former assistant director of advertising and promotion, became manager of advertising and promotion. Ben Gedalecia, former associate director of research, became manager of research.

Earl Mullin, former publicity manager, became national publicity director with added supervision over branch publicity offices. Grace Johnson, former continuity acceptance manager, became director of continuity acceptance.

The shuffle was another part of the ABC streamlining and economy wave.

'LADY' IN NEWS

But Not for Free at KPRC

KPRC Houston last week welcomed to the city a new Lady Esther product, Complete Creme Make-up. The welcome had a catch, however—suggestion that the Lady Esther product be introduced at regular commercial rates.

Writing to Robert S. Taplinger & Assoc., New York, KPRC Manager Jack Harris said that "as a committeeman for the Chamber of Commerce" he appreciated the "recognition of Houston as one of the most important fashion centers of the United States.

"However, I do not agree entirely with your feeling that Lady Esther's new make-up is news material to be included on our women-interest programs." Mr. Harris submitted a KPRC rate card.

Protests have been received from stations about a per inquiry campaign submitted by Thwing & Altman, New York, on behalf of Wm. H. Wise & Co., described as "one of the largest publication and radio advertisers in America." Four books, with profits ranging from $1 to $1.50 for each sale, are included in transcribed commercials.

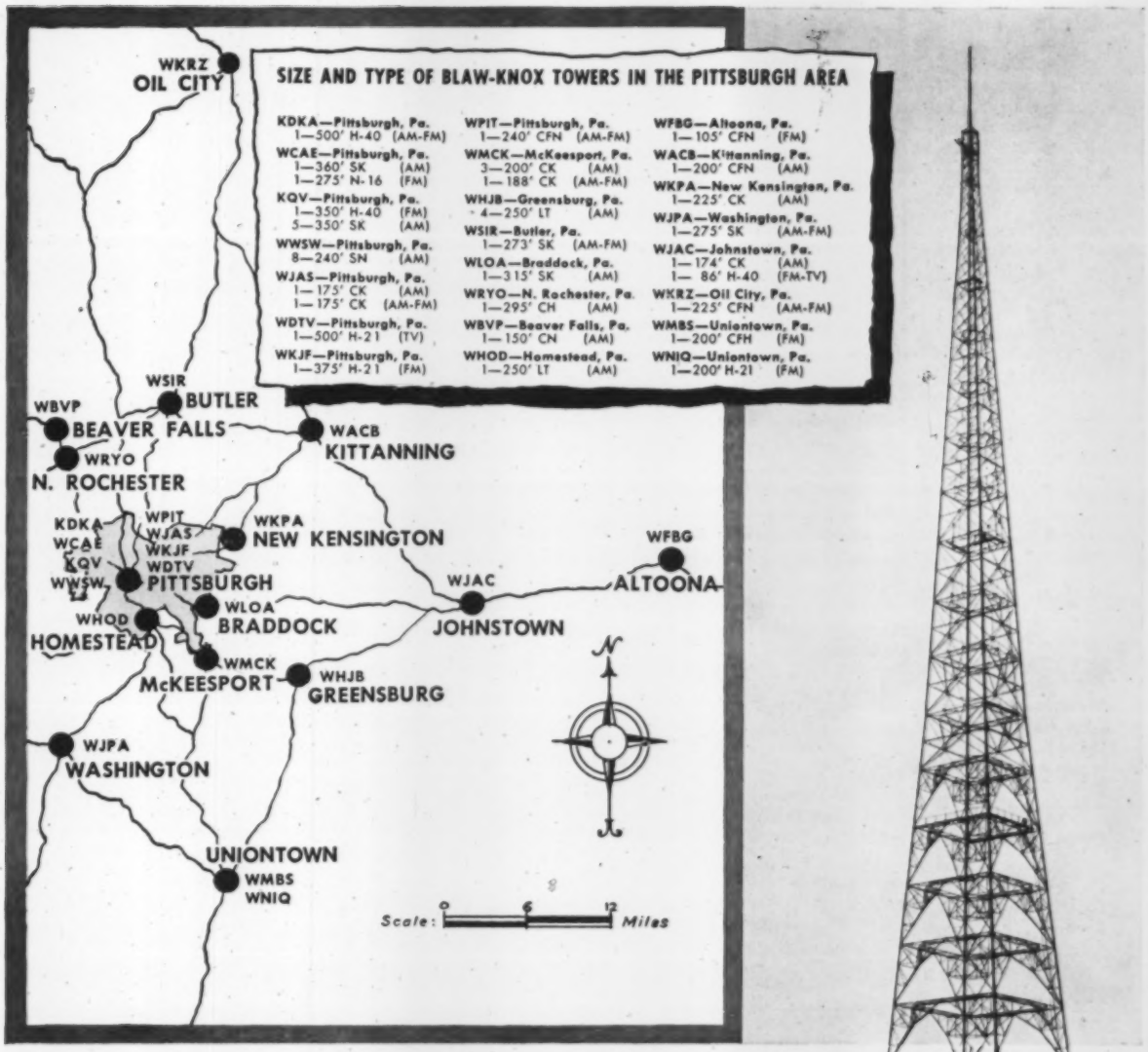
Feature of Week

(Continued from page 12)

cuspidor donated by King Cole, sponsor of *King Cole Capers.*

Rules of the contest stipulated that the winner would be selected on the basis of "chewing the largest plug, twist, quid, wad, cud or chaw of munching tobacco at a single chompin'."

"It was a big day indeed for the many old-time tobacco chewers," said WDVA.



WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers . . . Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

Distributed by GRAYBAR
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

McFarland Bill

(Continued from page 25)

permit the holder of a license to "keep it forever" (unless completely disqualified), regardless of the merits of a competing applicant. Comrs. Hyde, Jones, and George E. Sterling felt the section should at least require that renewals be granted according to findings of public interest.

Sen. McFarland felt the public-interest requirement is adequately covered elsewhere in the law and in his bill. His proposal, he said, came not from anything FCC has done but from broadcasters' "fears" of what the Commission might do, via unwarranted denials or indefinite delays in action on renewal applications.

The purpose of the bill's proposed changes in procedure on hearings was questioned by FCC, which particularly opposed the plan to require hearings on virtually any grant against which a protest is filed. Aside from increasing FCC's workload, the Commission contended, such a requirement might enable existing licensees to protect themselves against competition for long periods of time by forcing competitors into hearings.

A "better method," FCC asserted, would be its own proposal to require local advertising of all major broadcast applications. This plan—currently under industry attack and slated for a public airing June 27—could be written into law "if Congress desired," the subcommittee was told. This, FCC said, "will enable the Commission to secure full information concerning qualification of applicants and will not serve as umbrellas to protect licensees and applicants against competition."

The Commission also entered strong objection to what it considered a too strict limitation on the right of examiners or commissioners in hearing cases to confer with staff members even on highly technical points.

The bill's proposal to make FCC action on transfers dependent only upon the buyer's having the qualifications of an original licensee, Mr. Hyde said, would eliminate the Commission's existing power to determine whether the transfer in itself is in the public interest. Thus FCC presumably would be required to approve obvious trafficking in licenses, for example, so long as the buyer possessed the qualifications of an original licensee.

Hearing Issue

Sen. McFarland said there was no intention to give existing licensees undue advantage, but that he thought hearing procedure should be carefully spelled out so each applicant will "know exactly what the Commission wants him to prove."

FCC had no objection to the proposed new provision forbidding discrimination on grounds of race, religion, political affiliation or business association, which was designed primarily to preclude any FCC ban on newspaper ownership of stations. Sen. Tobey, however, promised "a devil of a fight" if the Committee should insist on such a provision, which he thought would open the door to monopolistic developments. Sen. McFarland said it was written into his bill because of newspaper applications which had been held up for long periods of time.

Comrs. Hyde and Jones favored rotation of the Commission chairmanship, but the majority endorsed the present plan of Presidential appointment, which the bill would continue.

The Commission felt the proposed boost in Commissioners' pay from $10,000 to $15,000, with increase also for key staff executives, would be desirable, but opposed the plan to cut the pay of future secretaries of Commissioners from $5,482 to $4,000.

The cease-and-desist powers conferred upon FCC by the bill also were approved with a recommendation that provision be made for issuance of such orders not only against licensees but against any other persons who violate the Communications Act or FCC's rules.

Mr. Jameson, appearing for the FCBA, limited his discussion to procedural sections of the bill, the "most salutary" of which, he said, is the one providing for "the filing of an examiner's report, independently made, and the right to file exceptions thereto and have oral argument thereon before entry of any final decision." Comr. Hyde noted that this procedure, in which the examiner issues an "initial decision" in lieu of the "proposed decisions" heretofore issued by the Commission, was adopted by FCC early this month.

FCBA, Mr. Jameson said, "strongly" favors the functional plan of organization for the FCC staff. He felt that this, plus the plan to assign legal assistants for the Commissioners, would make it unnecessary to adopt a panel system, which FCBA formerly endorsed but now opposes. The panel plan's major weakness, he said, is that less than a majority of the full Commission would make the decisions.

The bar group reiterated its prior endorsement of higher pay for Commissioners and recommended again that the chairmanship carry an additional $2,500 remuneration.

Mr. Craney warned that trafficking in licenses and permits is on the increase, although FCC "apparently believes that the problem is not serious." He told the subcommittee that "I know of construction permits granted as long as two years ago where nothing has been done by the grantee except continued attempts to peddle the permit at a profit." It might be well, he suggested, for Congress "to affirm that construction permits are not property in the normal sense and cannot be voluntarily transferred without certain specific qualifications."

He commended Sen. McFarland for his work on the bill, but cautioned that it should not be considered a "cure-all for the problems of American mass communications." He urged the subcommittee to enact it with whatever changes seemed desirable and then, at the next session, "come back to the all-important problem facing you in mass communications."

This problem, he said, is the issue of clear channels and power above 50 kw. "Your problem right here in this committee is to maintain freedom of speech for the many—not license to speak for a few," he said. "The pattern you set in aural broadcasting will be followed for television." He told the legislators that "the price of super-power is too high," and that "without it, there is no reason whatsoever for clear channels."

Trammell Endorses

NBC President Niles Trammell sent a letter "completely" endorsing the bill's administrative and appellate sections. He took no position on sections dealing with FCC's internal organization, on grounds that "these are matters with which the Congress and the Commission can best deal."

KCMO's E. K. Hartenbower said all members of NAB's legislative committee, which he heads, are in favor of the bill. "I can tell you, as a practical broadcaster, that we are gratified that it contains many features which should prove helpful to the industry," he declared. Members of the legislative committee:

Mr. Hartenbower, chairman; Edward Breen, KVFD Fort Dodge, Iowa; Harold Hough, WBAP Fort Worth; Rex G. Howell, KFXJ Grand Junction, Col.; Paul Miller, WHEC Rochester; J. Harold Ryan, WSPD Toledo; Arthur Westlund, KRE Berkeley, Calif.; and Clair R. McCollough of WGAL Lancaster and Gilmore N. Nunn of WLAP Lexington, Ky., board liasion members.

Mr. Petty, NAB general counsel, also urged adoption of the bill, but suggested some revisions for committee consideration if "practicable in view of the pressure of time."

IN THE U. S. to observe free commercial radio operations, these representatives of the Japanese and Korean government-controlled radio systems were in Washington last week after a four-week stay in New York on a tour which will include visits to stations in various cities throughout the nation. Their visit is under the auspices of Columbia U. and Rockefeller Foundation. Pictured when they stopped off to observe Senate subcommittee hearings on the McFarland Bill (story page 25), they are (l to r):

Front Row—Bae Jun Ho, announcer-script writer, Korean broadcasting system; Miss Kim Ok Yul, Korean woman's program announcer; Miss Teruko Ihara, in charge of women's development planning section, Japanese broadcasting system; Hiroshi Niino, vice chief of the liaison section, and Michio Uda, chief of the production section, Japanese system. Back Row—Shigenao Nakamura, chief, foreign news division, Japanese; Song Young Ho, continuity chief and program director, Korean system; Jiro Nanye, chief, program operating board, Japanese system; Park Kyung Ho, of Korean government broadcasting planning committee; Seiji Shimaura, chief of Japanese system's broadcasting section at Osaka.

He had just checked into his hotel room when the phone rang . . . sales manager calling from New York. "Just decided to run a radio schedule in your market. What station do you recommend?"

"Had to think fast," says the salesman. "Didn't have time to check Hoopers, coverage and all that. So I told 'em, *"Give me KDYL."* I knew I couldn't go wrong on that."

Of course we're pleased he thought of KDYL first—but then, practically everybody does in the Salt Lake market.

And with television success stories we have to show, they're thinking first of KDYL-TV too!

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

He pointed out that the measure incorporates many suggestions offered by NAB and other industry representatives in prior Congressional hearings.

Mr. Petty thought the proposed amendment on renewal actions is desirable because it "removes from existing licensees the constant threat that their licenses might be taken away from them in renewal proceedings, merely upon the naked promises of a new applicant, even though they had served the public interest." It also "remedies the Commission's past practice of using renewal proceedings to discipline or impose sanctions against a radio broadcast licensee." But, he added, it still gives FCC power to revoke and to determine whether operation has been in the public interest.

Wants Oral Argument

He commended the proposed changes on hearing procedures, but suggested that FCC be required to grant oral argument before denying a protest against a grant issued without hearing.

The shortening of the anti-trust sections, by eliminating double jeopardy, "is satisfactory because it places a radio broadcast licensee in the same position under the law as other citizens," he declared.

He said the new revocation and cease-and-desist sections were desirable, but reiterated NAB suggestions that (1) revocation proceedings be tried in the district court where the station is located; (2) a "reasonable" statute of limitations be established with respect to revocation proceedings; and (3) the provision on revocation for violation of an international treaty be modified to take broadcasters off the "horns of a dilemma."

In general, Mr. Petty thought the changes encompassed in the bill "stand to benefit the Commission itself, as well as the general public and the broadcast licensees."

Mr. Marks, speaking as counsel for FMA, gave "complete support" to the measure. He felt it "will be of tremendous benefit in expediting the processing of applications and other requests which broadcasters must submit to the Commission."

May Relieve Congestion

He said it "has been my experience that approximately 50% of the Commission's time is spent in the consideration of routine applications. The delegation of this work to a panel or to an administrative officer undoubtedly will relieve the congestion considerably and free the individual Commissioners from the heavy backlog in order that they may devote more time to determining vital policy issues."

He endorsed "particularly" the cease-and-desist provisions, which provide an intermediary step FCC might take whereas now it must either forgive violations or institute revocation proceedings. ‡

(For other testimony, see late story page 4.)

First 15 Program Hooperatings—June 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+ or —	Pos.
Radio Theatre	149	Lever Bros. (JWT)	16.2	19.2	—3.0	1
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	14.5	15.4	—0.9	5
Walter Winchell	279	Kaiser Frazer (Weintraub)	14.1	18.2	—4.1	2
Orig. bcst	12.9					
Added by 2nd	1.2					
Talent Scouts	155	T. J. Lipton Div.-Lever (Y&R)	12.8	15.2	—2.4	7
Bob Hope	151	Lever Bros. (Y&R)	12.0	15.4	—3.4	4
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	10.8	8.2	+2.6	44
Stop the Music (8-9 p.m.)	182		10.7	10.1	+0.6	19
(8-8:15, 9.6)		P. Lorillard (L&M)				
(8:15-8:30, 9.9)		Eversharp (Biow)				
(8:30-8:45, 11.7)		Speidel Co. (C&P)				
(8:45-9, 11.5)		P. Lorillard (L&M)				
Big Story	162	American Cig. & Cigar (SSC&B)	10.6	9.1	+1.5	28
Judy Canova	144	Colg.-Palm.-Peet (S&M)	10.5	10.0	+0.5	21
Bob Hawk	161	R. J. Reynolds (Esty)	10.4	7.8	+2.6	49
Mr. Chameleon	138	Sterling Drug (D-F-S)	10.2	—	—	—
Suspense	164	Electric Auto Lite (N-E)	10.2	—	—	—
Mr. Keen	149	Whitehall (D-F-S)	10.0	9.5	+0.5	25
Dennis Day	144	Col.-Palm.-Peet (Bates)	9.8	7.1	+2.7	54
Fat Man	216	Norwich Pharmacal (Gumbinner)	9.7	8.7	+1.0	35
Curtain Time	145	Mars Inc. (Grant)	9.7	5.1	+4.6	90
Mr. District Attorney	160	Bristol-Myers (DC&S)	9.7	13.2	—3.5	10

$50 Million

(Continued from page 23)

service—the advertising method—is getting action and results."

Speaking of results, the report said:

"With this kind of radio support, and the generous help given campaigns through other media, things are bound to happen. Advertising—radio and all media—has been credited with being at least partially responsible for a few results such as these in 1948:

Efforts Get Results

"The automobile accident death rate continued the drop it has shown ever since the campaign started—reached the lowest rate on record; 13% fewer forest fires than in 1947; Series E bond sales set a peacetime record; CARE package shipments boosted as high as 25,000 packages a day; Red Cross goal of $75 million reached; 43,000 student nurses recruited, largest peacetime enrollment; chest X-rays stepped up 31%; almost every state increased its school appropriations, membership in Parent-Teacher Assns. stepped up 25%."

The 15-top priority council campaigns in 1948 were: Buy U. S. Savings Bonds, Stop Accidents, 1948 Red Cross Fund, Our American Heritage, CARE, United America—Group Prejudice, Student Nurse Recruiting, Better Schools, 1948 Community Chests Drive, Armed Forces Prestige, Fight Tuberculosis—Get A Chest X-ray, American Economic System, Prevent Forest Fires, Conserve Fuel Oil and Crusade for Children.

Forty-two other campaigns were not on the radio allocation plan—which handled only the top-priority projects—but "received extensive support from sponsors and programs." They were:

Brotherhood Week, Navy Recruiting, G. I. Insurance, National Guard Recruiting, Foster Parents Plan for War Children, Christmas Seals, Employ the Physically Handicapped, Marine Corps Recruiting, March of Dimes, World Trade Week, Cancer Drive, National Heart Week, 4-H Clubs, Easter Seals, Girl Scouts Birthday, Campfire Girls, Farm Safety Week, Public Health Nursing Week, Flag Week & Flag Day, Eat Plentiful Foods, National Girls Club Week, Freedom Gardens, National Boys Club Week, United Nations Day, United Negro College Fund, Home Demonstration Week, Rat Control, Food Conservation, Army Nurse Recruiting, U. S. Coast Guard, Youth Month, Fire Prevention Week, Navy Day, Marine Corps Birthday, Junior Red Cross, United Church Canvass, Salvation Army, I Am an American Day, Air Force Day, Naval Reserve, Army Day, Marine Corps Reserve.

Wide Cooperation

"Virtually every network advertiser and a number of regional advertisers plus the sustaining and cooperative programs of ABC, CBS, MBS, and NBC cooperate in presenting public service material on a regular schedule throughout the year," Mr. Peabody said.

"A voluntary plan such as the council's Radio Allocation Plan is unparalled in any other country in the world," he said, "and we feel that this report of one year's efforts by American business to solve some of the pressing public problems of our time is a particularly significant one."

MOBILE SYSTEM

National Network Slated

FORMATION of the National Mobile Radio System, described as the first national network of independent radiotelephone stations for mobile service to the general public, was announced last week.

Spokesmen said the plan "will make available to subscribers of any member station the facilities of all stations in the organization." By August, they said, the network will be in operation between Boston and Washington. The service will be extended gradually to cover all member stations, which now number 12 and which, it was predicted, will reach at least 100 by 1950. The stations operate in the 152-162 mc band.

Announcement of the network's formation was made in a letter sent to FCC by Jeremiah Courtney, Washington counsel. President is Norman W. Medlar of Westchester Mobilfone System, White Plains, N. Y.

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations!

** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Total Local Advertisers Time Purchased by Local Advertisers:	120	*53	51	126%	135%
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

* *Exclusive of 23 advertisers on a 'promotion-deal'.*
** *In Minutes.*
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

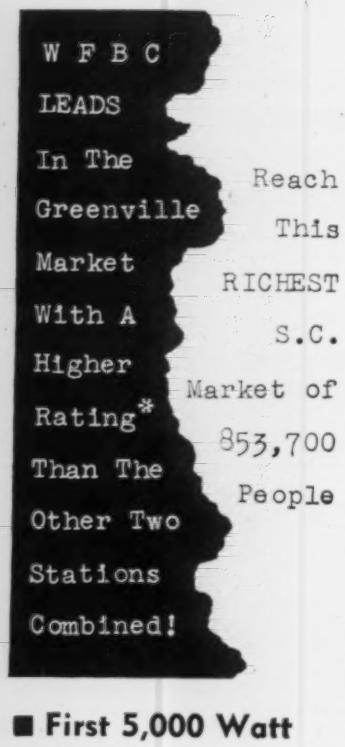
"The QUAd Cities' Station"

WQUA

RADIO CENTER
MOLINE, ILL.

Brutt W. Olin Jr., Pres. & Gen. Mgr.

REPRESENTED BY RAMBEAU



■ First 5,000 Watt Station (Since 1936) in South Carolina

■ Wide Awake, Resourceful Merchandising Department

■ Latest Conlan Rating, 1948

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS • PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

Canadian Meeting

(Continued from page 29)

for equipment depreciation on income tax; the advisability of CAB joining the Inter-American Broadcasters Assn., and CAB's close relations with NAB and the Australian broadcasters. Mr. Allard included in his summary a mention of CAB's hiring of W. J. Bain, formerly with the Canadian Transport Dept., as NARBA advisor.

The broadcasters expressed their satisfaction with Mr. Allard's operation by defeating his recommendation for a 10% cut in annual fees, leaving surplus for continuing the fight for an independent radio regulatory body.

Freeman Reports

Pat Freeman, CAB sales director, in reporting on first complete Canadian advertising study, told the convention that the estimated total for 1949 Canadian radio advertising is about $13 million, one third of the amount spent last year by advertisers in publications.

He told the convention that radio must strengthen its relationship with advertising agencies, and that it must work directly with the client where there are no agency radio departments.

Mr. Freeman felt that radio should obtain a minimum of one quarter of the total of Canadian charitable advertising expenditures, and that it must cut drastically free-time chiselling.

He reported that American broadcasters can reasonably expect $40,000 from the Canadian government's Travel Bureau next year. He also told the convention that Canadian banks are likely to be using radio advertising within two years.

George Chandler, CJOR Vancouver, suggested that the CAB support the NARBA negotiations, largely following the Canadian government's recommendations for addition of two new station classifications—no interference stations and priority protection for the repeater stations now operated by CBC.

S. Finlayson, general manager of Canadian Marconi, in a discussion on FM, TV and facsimile, suggested television development by private interests in major markets where money for such development is available, and CBC development of TV stations where such funds are not available.

Discusses Transit FM Plans

Mr. Finlayson reported on the operation of CFCF-FM Montreal, the first station in Canada to be allowed separate broadcasting of FM from AM programs; and on plans for transit FM.

He suggested that TV development be freed from the restrictions proposed by the government, and that TV stations should cooperate on programming.

Walter Elliott, of Elliott-Haynes Ltd., gave a report on how radio surveys are made, and pointed to new rating uses in selling the medium.

Canadian broadcasters were posted on the music copyright situation in the United States by Joseph McDonald, vice president, secretary and general attorney of ABC, at the opening session of the third day. He stated that a TV-ASCAP agreement is expected to be reached at an early date, following lines somewhat similar to standard broadcast agreements plus 10%.

Carl Haverlin and Bob Burton of BMI, New York, reported development of the organization in Canada. In the past 18 months over 2,000 Canadian compositions were distributed by BMI Canada, which now has 35 Canadian composers under contract. BMI Canada now is the largest Canadian performing rights organization, Mr. Burton stated. He urged broadcasters to support Canadian music authors and composers.

Selling radio advertising occupied the remaining Wednesday sessions, with various panels and reports during the morning and afternoon sessions. Highlights included a recommendation by Ken Soble, CHML Hamilton, that CAB advertising agency franchises be reviewed and agencies be required to place minimum percentage billings in radio for future franchises. Taking part in the panels were Ruth Jones, Benton & Bowles, New York; Mary Cardon, J. Walter Thompson Co., Montreal; Waldo Holden, Toronto; Adam Young, New York; Ralph Snelgrove, Owen Sound; Ralph Hart, Spitzer & Mills, Toronto and Gordon Keeble, CFCF Montreal. Surveys on early morning, late evening, Sunday, summer and car listening were recommended.

Lee Hart, NAB assistant sales director, explained NAB's tested formula for preparation of selling radio copy.

Mr. Allard, CAB general manager, became ill during the third day of the convention. Extent and nature of the illness was not immediately known.

'TOWN HALL'

May Shift From ABC; NBC Interested

POSSIBILITY that the simulcast (AM and TV) *Town Hall Meeting of the Air* would decamp from ABC, where it has been aired for more than 14 years, was revealed last week when George Denny, president of Town Hall Inc., was notified that ABC's present minimum guarantee would not be continued after expiration, on Jan. 1, of its present contract.

Mr. Denny, who is also moderator of the debate series (Tuesdays, 8:30-9:30 p.m.), disclosed that the present basic guarantee of $3,000 weekly for radio, covered by contract, and the gentleman's agreement guaranteeing ABC 80% and Town Hall 20% of video revenues, would not be renewed in 1950. He took exception to ABC's claim that it lost $1,500 weekly on the program, pointing out that ABC did not include revenue it received from sale of time to owned-and-operated stations. Over a two-year period, he said, these stations averaged more than 50% sponsorship, representing billings of $153,000.

ABC also receives 30% of its non-owned and operated affiliates nighttime hourly rates for the show, when it is sponsored locally, or some $1,500 weekly, it was learned. These figures total approximately $3,000 weekly, the sum ABC pays for Town Hall.

Mr. Denny also revealed that Town Hall is asking an additional flat $1,000 weekly for video costs next year instead of the 80-20 split.

While Mr. Denny said only that Town Hall was "looking around for another network" other sources revealed that NBC was considering the show.

The program has been carried by 265 of the 266 ABC stations and has been cooperatively sponsored on 65 to 80 stations over the two-year period.

Another problem, according to Mr. Denny, is the time schedule which, for the show's first half hour (8:30-9 p.m.) bucks the highly-rated Milton Berle show on NBC-TV. Because of this competition, Mr. Denny believes, the meeting's ratings have suffered. However, he felt that should Town Hall come to terms with ABC a new time could be arranged.

At the same time Mr. Denny told BROADCASTING that Edgar Kobak, former Mutual president, has been elected to Town Hall's board of trustees. Mr. Kobak will act as adviser to the board in the absence of Mr. Denny, who leaves next Saturday for a round-the-world tour with the program, in the possible selection of another network. During the program's tour, it will be aired on AM via transcription, but will take a hiatus until fall from TV.

WTVB TO START

1 kw Daytime on 1590 kc

WTVB Coldwater, Mich., assigned 1590 kc, directional, 1 kw day, plans to begin broadcasting about July 1, E. H. Munn Jr., station director and chief engineer, announced last week.

Station is housed in a new, modernistic cinder block structure a mile and a half south of Coldwater on U.S. Highway 27. Transmitter is a Gates BC1F, and the console also is a Gates. WTVB has two Wincharger type 101 towers (overall height 188 feet).

Services to be used include AP news wire, Cole and Associated libraries and Broadcasters Program Syndicate.

WTVB is owned by Twin Valley Broadcasters Inc., Coldwater.

CAB Registration—June 13-16

A

J. L. Alexander, Toronto; J. T. Allard, CAB; A. E. Allen, Canadian National Telegraphs; R. D. Amos, F. H. Hayhurst Adv.; T. K. Anderson, Canadian Assn. Advertising Agencies; W. M. Armstrong, Canadian National Telegraphs; C. E. Arney, NAB; J. P. Aston, Northern Electric; Miss D. Atkinson, CFRN.

B

K. H. Baker, BMB; St. Clair Balfour, CJSH-FM; A. J. Balfour, CFGP; A. C. Ball, "Canadian Advertising;" W. Barnes, NBC Recording, New York; C. C. Barker, Kingsway Film Equipment; R. L. Barnes, CJCA; Mr. and Mrs. Jack Beardall, CFCO; P. H. Bennett, United Kingdom Information Office, Ottawa; Roger Bergeron, CKBL; V. Bernard, CHNC; G. S. Bertram, Swift Canadian; L. W. Bewick, CHSJ; J. O. Blick, CJOB; W. C. Borrett, CHNS; George Bourassa, CKAC; R. Bowden, Elliott-Haynes; R. T. Bowman, CKMO; J. S. Boyling, CHAB; J. Brayley, Canadian Press; Julie Brown, Comptom Adv.; Mr. and Mrs. H. B. Burgoyne, CKTB; Mr. and Mrs. W. B. C. Burgoyne, CKTB; R. J. Burton, BMI; W. B. Byles, Young & Rubicam.

C

Mr. and Mrs. S. W. Caldwell, Caldwell Ltd.; R. M. Campbell, J. Walter Thompson Co.; Ted Campeau, CKLW; Mary Cardon, J. Walter Thompson; Guy Caron, CJBR; H. R. Carson, All-Canada Radio Facilities; G. C. Chandler, CJOR; Stanley Chapman, CHNC; H. F. Chevrier, CBC, M. V. Chesnut, CJVI; K. G. Chisholm, RCA; W. L. Chorland, Whitehall Broadcasting; A. L. Clark, Kingsway Film Equipment; H. Clochessy, Compton Adv.; J. H. Coalston, British UP; S. N. Conder, Central Mortgage & Housing Corp.; Donald Cooke, Donald Cooke Inc.; H. E. Cooke, CKEY; W. Cranston, CKOC; H. A. Crittenden, CKCK; G. A. Cromwell, CHSJ; P. R. Curran, British UP.

D

Walter Dales, Radio Scripts; V. Dallin, CFQC; J. M. Davidson, National Broadcast Sales; Harry Dawson, Canadian GE; M. Deakins, RCA Victor; R. D. Desaulniers, Canadian Marconi; W. Dippie, Radio Representatives; W. P. Downs, W. P. Downs Ltd.; T. F. Drummie, CHSJ; A. D. Dunton, CBC; A. Dupont, CJAD.

E

L. A. W. East, Canadian Pacific Telegraphs; H. L. Eberts, Federal Electric; C. B. Edwards, Press News; M. E. Elliott, Canadian Marconi; Mr. and Mrs. Walter Elliott, Elliott-Haynes Ltd.; T. A. Evans, CAB.

F

Gordon Ferris, Household Finance Corp.; B. Fitzpatrick, Imperial Tobacco; C. J. Follett, BBM; Jack Fenety, CFNB; D. A. Foster, H. E. Foster Adv. Ltd.; H. C. Freeman, Northern Broadcast Sales; M. Friedham, World Broadcasting; Mr. and Mrs. L. Frierson, Ruthrauff & Ryan.

G

G. Gaetz, CJCA; Mr. and Mrs. E. T. Gater, Assn. of Canadian Advertisers; R. H. Geary, H. F. Stanfield Ltd.; W. Vic George, CFCF; H. T. Gill, Canadian Industries Ltd.; J. J. Gillin, Jr., WOW; Wm. Guild, CJOC.

H

Kolin Hager, SESAC; A. M. Haig, CJBQ; Burt Hall, All-Canada Radio Facilities; Jean P. Hardy, Hardy & Co.; Jos. A. Hardy, Hardy & Co.; Lee Hart, NAB; C. W. Hart, Procter & Gamble; Ralph Hart, Spitzer & Mills; Helen Hartwig, Ruthrauff & Ryan; Ralph Hatcher, Lang-Worth Features; Mr. & Mrs. Carl Haverlin, BMI; P. J. Heenan, J. R. Longstaffe Ltd; Guy F. Herbert, All-Canada Radio Facilities; John C. Hill, Kingsway Film Equipment; Mr. & Mrs. J. F. Hirtle, CKBW; Waldo Holden, CFRB; J. T. Hollandsworth, CKMR; Jack Horler, Baker Adv.; Dr. C. E. Houde, CHNC; D. L. Howard, Canadian Pacific Telegraphs; A. B. Hunt, Northern Electric; L. A. B. Hutton, Canadian National Telegraphs.

I

C. R. Irvine, CHOK.

J

K. A. Jadassohn, SESAC; W. Jeffrey, Vick Chemical; H. E. Jeynes, RCA Victor; Ruth Jones, Benton & Bowles; Ralph Judge, W. H. Stovin & Co.

K

E. F. Kavanagh, CFCH; Gordon Keeble, CFCF; D. I. Ker, CJSH-FM; H. Keenan, Northern Electric; Mr. & Mrs. G. Kern, Benton & Bowles; H. S. Killgore, Collins Radio; N. Knight, CBS; J. Kucera, Biow Co.

L

Phil Lalonde, CKAC; C. O. & John D. Langlois, Lang-Worth Features; R. E. Large, CFCY; H. Lepage, CHRC; Paul Lepage, CKCV; Walter Lawrence, RCA Victor; D. Leslie, Canadian Pacific Telegraphs; R. A. Leslie, National Broadcast Sales; R. C. Leslie, Canadian Bridge Co.; R. G. Lewis, "Canadian Broadcaster;" D. E. Longmore, McKim Adv.; Mr. & Mrs. H. G. & W. N. Love, CFCN; J. A. Love, CFCN; G. D. Lowe, CFNB; Bert Lown, Associated Program Service; Mr. & Mrs. Fred Lynds, CKCW.

M

S. MacKay, All-Canada Radio Facilities; Mr. & Mrs. E. F. MacDonald, CJCH; J. A. McDonald, ABC; A. R. MacWilliams, CJCH; Ross McCreath, All-Canada Radio Facilities; P. G. McLean, Canadian Pacific Telegraphs; Andy McDermott, H. N. Stovin & Co.; R. E. McGuire, Caldwell Productions; Mr. & Mrs. Pete McGurk, Weed & Co.; R. M. McMillan, Canadian National Telegraphs; Athol McQuarrie, BBM; John J. McSweeney, Pedlar & Ryan; T. Malone, Adam Young; J. A. Manning, CKCL; H. A. Marquis, Canadian National Telegraphs; Mr. & Mrs. A. Martin, CKMR; R. P. Matthews, Federal Electric; N. Midgley, CBS; A. M. Miller, Canadian Assn. of Advertising Agencies; E. Miller, RCA Victor; Judge Justin Miller, NAB; Mr. & Mrs. G. F. Mills, BBM; Mariette Mineau, J. Walter Thompson Co.; L. Moffat, CKY; W. C. Mitchell, CKCR; James Montagnes, BROADCASTING; W. H. Moon, BMI; Paul Mulvihill, NBC; Austin Moore, CFNB; Mr. & Mrs. A. A. Murphy, CFQC; D. J. Murphy, Canadian Marconi; H. O. Murphy & Mr. & Mrs. W. A. Murphy, CFQC; Bernard Musnik, WLW.

N

M. Napier, J. Walter Thompson Co.; Mr. & Mrs. D. Malcolm Neill, Gordon Neill; Mr. & Mrs. J. S. Neill, CFNB; W. D. Neil, Canadian Pacific Telegraphs; Mr. & Mrs. G. B. Nelson, CFQC; Mr. & Mrs. Gilbert Nunns, RCA Victor; C. A. Norris, J. R. Longstaffe Ltd.

O

Wm. O'Neil, WWJ.

P

W. B. Parsons, ABC; K. R. Patrick, RCA Victor; J. F. Peterson, CHLO; Mr. & Mrs. L. E. Phenner, BBM; C. O. Pickrem, CFCH; R. G. Powers, RCA Victor; Mr. & Mrs. Marcel Provost, French Radio.

R

M. Radcliffe, RCA Victor; E. A. Rawlinsen, CKBI; Wm. Rea, CKNW; Mr. & Mrs. G. R. A. Rice, CFRN; H. Richardson, Bank of Canada; C. G. Roberts, Canadian GE; A. S. Robb, Northern Electric; E. Rogers, CFRB; Mr. & Mrs. K. S. Rogers, CFCY; Ross Rowlands, CKDO; C. J. Rudd, CJAV; Mr. & Mrs. Frank Ryan, CFRA.

S

A. B. Sambrook, World Broadcasting; E. S. Scherman, AAAA; William Schudt, CBS; E. L. Scott, Canadian Pacific Telegraphs; Harry Sedgwick, CFRB; Jos. Sedgwick, CAB; Gordon Shaw, CKCR; Alex Sherwood, Standard Radio; Mr. & Mrs. Tom Slater, Ruthrauff & Ryan; Mr. & Mrs. Jack Slatter, Radio Representatives Ltd.; C. C. Slaybough, Morse International; Ralph Snelgrove, CFOS; Ken Soble, CHML; W. A. Speers, CKRM; H. F. Stanfield, Stanfield Ltd.; H. N. Stovin, Stovin & Co.; W. H. Stovin, CJBQ; J. Sullivan, Canadian National Telegraphs.

T

R. S. Testut, Associated Program Service; Helen A. Thomas, Street & Finney; A. Thomson, CKCL; S. T. Tierney, Canadian Bridge Co.; G. T. Trowhill, Canadian National Telegraphs.

U - Z

Mr. & Mrs. A. E. Unger, Frederic Ziv & Co.

H. R. Varcoe, Northern Electric; M. Valiquette, CBC, Montreal.

H. S. Walker, RCA Victor; Chas. A. Wall, BMI; W. G. Ward, Canadian GE; Mr. & Mrs. J. A. Weed, Weed & Co.; E. Weider, Biow Co.; Austin Weir, CBC; Pierre Weis, Lang-Worth Features; W. G. White, Pedlar & Ryan; J. R. White, Canadian National Telegraphs; M. J. White, Day, Duke & Tarleton, New York; Easton C. Woolley, NBC; D. E. Wright, Metropolitan Broadcasting; Wm. Wright, Wright & Co.; D. E. Weeks, CFNB; S. W. Woodward, Compton.

Adam Young, Adam Young Inc.; George Young, CBC.

WJBW OUT

SCOTUS Review Denied

WJBW New Orleans, in operation since 1926, was denied its appeal in the U. S, Supreme Court last Monday and now must cease operations. Deadline is July 1 unless FCC grants temporary continuance to wind up affairs.

Charles C. Carlson, WJBW licensee, had appealed an FCC decision which refused to grant renewal of license to the station on grounds of repeated technical violation of Commission standards and rules. Before taking his case to the highest court, Mr. Carlson had been denied relief in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, April 4, Feb. 21].

WJBW is assigned 250 w fulltime on 1230 kc. These facilities were awarded by the Commission to Mr. Carlson's former wife, Louise C. Carlson, for a new station WADW there, when WJBW was denied renewal. Mrs. Carlson has sought and been denied special authority to take over WJBW pending completion of her own station.

EDUCATION MEET

Radio, Visual Session Set

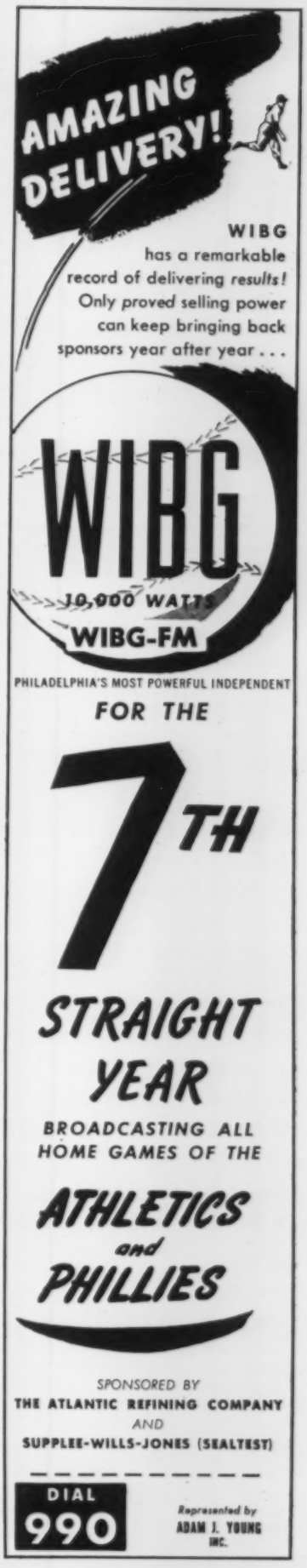
CONFERENCE of State Directors of Audio-Visual and Radio Education will be held in Chicago Aug. 2-3, Earl James McGrath, commissioner of education, Federal Security Agency, announced last week. Invitations have been extended to chief state school officers to designate representatives to attend.

Floyde E. Brooker, chief of the Office of Education's Visual Aids to Education Section, and Franklin Dunham, chief of the Educational Uses of Radio Section, are planning the conference agenda.

Commissioner McGrath said the conference, first of its kind sponsored by the Office of Education, indicated the growing importance educators attach to the radio and audio-visual instruction techniques.

Whitehall Names SSC&B

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., New York, has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle the advertising of Kolynos tooth paste and Kolynos Anti-Decay tooth powder effective July 1. The agency has been handling the company's Bi-So-Dol powder and Bi-So-Dol mints. The agency will be receiving the billing on the four network daytime shows Kolynos sponsors in part.



LOGS ELIMINATED

3 Ga. Stations Fight Move

THREE Columbus, Ga., stations, WDAK WRBL WSAC, have refused to accede to a demand of the Columbus *Ledger* (evening) and *Enquirer* (morning) that they pay regular advertising rates amounting to more than $10,000 a year for radio log space in the newspapers.

Use of the three stations' logs as a news feature was discontinued by the papers June 12 after Maynard Ashworth, publisher, had called in managers of WDAK WRBL WSAC and notified them of the impending action.

The stations promptly drafted a joint statement which was run on all of their local newscasts explaining the action and why they would not pay $10,000 a year to have the newspapers run their logs.

" . . . no other daily newspaper in Georgia or Alabama has forced such a demand upon local radio stations for program listings," said the statement. It continued:

"It was also pointed out [to Mr. Ashworth] that the *Ledger-Enquirer's* own survey of subscribers showed that the radio log is far above average in reader interest and preference. Mr. Ashworth admitted all this was true but remained firm in his stand . . . WDAK WRBL and WSAC were all of the opinion that the *Ledger-Enquirer's* position . . . was high-handed, unjustified and unfair—both to the stations and to Columbus newspaper subscribers. Accordingly, these three stations refused to pay a pro-rata share of the $10,000, regardless of the action which might be taken by *Ledger-Enquirer* station, WGBA.

"In this morning's *Enquirer* the program listings in the radio log include *only* those of the radio station which is owned by the newspapers and the programs of the networks. It is not known whether a charge for this listing is being made to the networks or to WGBA; however, . . . the . . . stations not affiliated with the Columbus newspapers have unanimously agreed to remain steadfast in their determination to resist any unreasonable or impossible demand made upon them by the *Ledger-Enquirer*."

In addition to carrying the joint statement, WDAK had this added comment for its listeners:

"From our first day on the air in Columbus, we have regularly purchased display advertising from the *Ledger-Enquirer*. We are perfectly agreeable to continuing this practice. But now we must serve this notice to the *Ledger-Enquirer* newspapers. For legitimate display advertising, WDAK is willing to spend its dollars—but for *Ledger-Enquirer* tribute, not one single WDAK penny!!"

NBC's supervisor of announcers, Pat Kelly (l), celebrating 20 years with network's announcing staff this month, leads a songfest with (l to r) Ed Herlihy and Ben Grauer, NBC announcers; Lyle Van, freelance commentator and a former NBC announcer, and Ed Thorgersen, Fox Movietone News sports commentator. Mr. Thorgersen was NBC chief of announcers before Mr. Kelly.

ALL-RADIO FILM

Story Treatment Approved

ALL-RADIO Promotion Committee Inc. last Tuesday approved the story treatment of the proposed promotional film and authorized preparation of a shooting script. Script will be submitted to movie production companies from whom bids will be solicited.

The shooting script will be written under the direction of Victor Ratner, CBS vice president in charge of advertising and sales promotion, and will probably be completed in six weeks. According to present plans, the picture is expected to run 35 to 49 minutes.

TRAVEL ADS

Canada Gives Radio $35,000

CANADIAN government's travel bureau has allocated a last-minute $35,000 to radio for its 1949 media campaign, following protests that it was soliciting free time while buying white space [BROADCASTING, May 23].

The Canadian travel agency has asked NAB to invite stations within 300 miles of the Canadian border to submit availabilities to Cockfield, Brown & Co., Montreal, the government's agency.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, described the allotment as a "token victory," because it promises "recognition of radio by more and more advertisers as the preeminent mass medium of advertising." NAB had protested Canada's original 1949 campaign because paid radio time was omitted from the media list. "We can see prospects of a much larger share of the Canadian travel bureau's million-dollar appropriation for next year," Mr. Mitchell said.

REMOTE PLAN

Proposed Rules Announced

IMPLEMENTATION of its new broadcast remote pickup allocations has been started by FCC with announcement of proposed rules for the service. The new allocation, amending earlier proposals and providing additional channels for remote pickups, had been announced in early May [BROADCASTING, May 9].

The proposed rules also provide for interim operation by TV stations of aural relaying in the remote pickup bands until equipment is developed to relay both the aural and visual signals in the higher frequencies designated for TV relays. Comments on the proposals were invited by FCC until July 18.

The new allocation provides for channels in the bands 25-30 mc, presently used 152-162 mc (including additional frequencies 166.25 and 170.15 mc) and 450-460 mc.

KELLY FAREWELL

NBC Honors Announcer Chief

PAT KELLY, head of NBC's announcing division, was to be given a farewell party last Saturday and honored by a special broadcast, *The Inside Story of Pat and Mike*, commemorating his 20th year at the NBC microphone.

The program and party were to be given in connection with Mr. Kelly's sailing for Bermuda on the *Queen of Bermuda*, aboard which the festivities were to be held. Mr. Kelly was given the trip by members of the NBC announcers Feedback Club. Those on hand to send him off were to include Jimmy Wallington, Howard Petrie, Tiny Ruffner, George Hicks, Milton Cross, and others, most of whom have been in radio since its pioneering days.

LOUIS-WALCOTT

Fight Debate on WKAN WKIL

Mr. Allain moderates the debate between the Bomber (l) and Jersey Joe.

* * *

SPORTS scoop is claimed by WKAN WKIL (FM) Kankakee, Ill., in its broadcast of a debate on the disputed decision of the first Jersey Joe Walcott-Joe Louis fight. Featured debaters were none other than the fight's principals—the Brown Bomber and Jersey Joe.

Orren Allain, sports director of WKAN WKIL, cornered the two when the Champ, now a promoter with the International Boxing Club, dropped into Jersey Joe's camp to watch the latter train for his championship bout with Ezzard Charles in Comiskey Park, Chicago, June 22. Despite the fact that they were looking at each other over the mike instead of across the ring, Mr. Allain reports that both fighters stuck stubbornly to their original stories—each insisting he won the bout.

During the month preceeding the Walcott-Charles fight, WKAN WKIL is presenting *Title Talk*, a program emanating from the fighters' camps, with Mr. Allain interviewing visting fight celebrities.

WIRED-WIRELESS outlet, **WMCRS**, is on the air at Middlebury College, Middlebury, Vt., on 758 kc. Station takes paid advertising but is nonprofit, self-sustaining organization. Ernest Goldberg, chief engineer, and John Bowker, head announcer, students, are temporarily operating station.

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

LEWIS VS. CHESTER *Charges Hurled By Both*

CHARGES and counter-charges of "irresponsibility" continued to fly between Commentator Fulton Lewis Jr. and Writer Giraud Chester last week, in the wake of an article by Mr. Chester last month in Princeton U.'s *Public Opinion Quarterly* [BROADCASTING, May 23].

The *Quarterly*, Mr. Lewis said, has offered to print an article giving his reply to Mr. Chester in its next edition.

The nub of the controversy was an article by Mr. Chester, former assistant professor of speech at Cornell U., on "What Constitutes Irresponsibility on the Air?" It criticized Mr. Lewis on the basis of some of his broadcasts and campaigns, which it undertook to analyze.

Mr. Lewis retorted that the writer had represented himself about two years ago as having a commission to do an article on Mr. Lewis for a national magazine, and that the editor of the magazine later told him Mr. Chester had no such commission and that his article was rejected because it was inaccurate. "It evidently has taken Mr. Chester a long time to find a magazine willing to print such tripe," Mr. Lewis asserted.

Mr. Chester told BROADCASTING he did have authority to approach Mr. Lewis as a writer for the *American Mercury*, and that he was given no explanation when the magazine rejected his article. But he said the managing editor wrote him at that time (Oct. 28, 1947):

"As I had feared, I have to return this. I suggest that you send it immediately to ———. I have a strong hunch that they will grab it up. I advise you to send it directly to———. If you want to mention my name, that will be all right."

"This evidence," said Mr. Chester, "supports the inference that the managing editor thought my article was worthy of publication."

He accused Mr. Lewis of "swinging wildly" in his references to the *Quarterly*. "That journal," he said, "is probably the most distinguished professional publication in its field. On its masthead appear the names of Frank Stanton, Niles Trammell, Paul Lazarsfeld, and a host of outstanding scholars."

Mr. Chester challenged the commentator to "face the issue squarely and point out any inaccuracies that would invalidate my conclusions." He said his 10-page article carried 53 footnotes "giving the source of every factual statement I make."

"In the absence of contrary evidence," he continued, "my statements stand undisputed as true. Thus, after comparing Lewis' testimony under oath in a court deposition with one of his radio scripts, I charge him with deliberately misstating a fact on the air or of not knowing the meaning of his own language. Which alternative does he choose?"

Mr. Lewis, accusing Mr. Chester of "deliberate mendacity," promised to give a documented reply in the answer he is preparing for the *Quarterly*.

Analysis of Mr. Chester's articles, he told BROADCASTING, "proves it to be replete with misstatements, misrepresentations, quotations that are dangerously taken out of context and twisted to the convenience of the author, and downright untruths.

"The publication has graciously offered to print, in its next edition, an article by me, replying to Mr. Chester," he said. "In it I shall demonstrate, by chapter and verse and complete documentation, the specific distortions, untruths, and half truths on which his attacks are based. I shall demonstrate further—using his own articles as evidence—that the young man's mendacity was deliberate and conscious, not accidental."

Meanwhile, Editor Lawrence Spivak of the *American Mercury* issued a statement saying that "although Mr. Chester was not 'commissioned' to do the piece [when he visited Mr. Lewis], he certainly was writing it for the *American Mercury*." His statement, which he said was designed to keep the record straight, continued:

The article he submitted to us was rejected almost two years ago and I have no way of knowing what he has done to it since. Mr. Angloff, our managing editor, had all the preliminary discussion and correspondence with Mr. Chester about his article and when the piece was completed, he sent it to me with a favorable recommendation.

When I discussed the article with Mr. Angloff he told me of a discussion with Mr. Chester which led me to conclude that Mr. Chester could not write an unprejudiced piece on Mr. Lewis. I therefore said to Mr. Angloff: "I don't like the smell of the piece and don't think we ought to print it." I did not mean by that that I knew the piece had inaccuracies and misstatements. I just wasn't sure enough that it was accurate. . . The controversy, it seems to me, is one between Mr. Chester and Mr. Lewis, and what we thought about the article two years ago may have little bearing on it today.

Telestatus

(Continued from page 36)

kets in number of new accounts during May, with an increase of 21 over the April total. Erie, Pa., and New York added a net of 17 accounts, and Memphis added 16. Toledo showed a drop of 16 accounts, and Milwaukee's total dropped by six accounts. The decline shown in the table for Baltimore is due to the fact that WBAL-TV no longer reports its totals.

* * *

TABLE III
ADVERTISERS BY MARKETS

Markets	No. of Reporting Stations	Net.	Spot	Loc.	May Total	April Total	Gain or (Loss)
Albuquerque	1	3	1	2	6	4	2
Atlanta	2	18	14	26	58	51	7
Baltimore	2	52	27	54	133	152	(19)
Boston	2	49	33	36	118	103	15
Buffalo	1	31	25	53	109	110	(1)
Chicago	4	44	52	42	138	132	6
Cincinnati	2	17	33	33	83	73	10
Cleveland	2	46	23	31	100	88	12
Columbus	1	8	9	9	26	—	26
Dayton	1	14	13	11	38	17	21
Detroit	3	47	40	47	134	127	7
Erie	1	11	6	20	37	20	17
Ft. Worth-Dallas	1	12	14	9	35	37	(2)
Houston	1	9	11	7	27	24	3
Los Angeles	6	25	41	103	169	167	2
Louisville	1	16	14	8	38	34	4
Memphis	1	14	11	25	50	46	16
Miami	1	3	3	24	30	—	30
Milwaukee	1	29	21	43	93	99	(6)
Minn.-St. Paul	1	13	14	9	36	28	8
New Haven	1	22	12	8	47	51	(3)
New Orleans	1	12	12	11	35	37	(2)
New York	6	56	112	55	223	206	17
Philadelphia	3	55	59	76	188	180	8
Pittsburgh	1	32	10	20	62	62	—
Richmond	1	29	8	10	47	47	—
Salt Lake City	1	10	9	29	48	43	5
San Francisco	1	12	13	11	36	34	2
Schenectady	1	32	10	27	69	62	7
Seattle	1	11	9	15	35	33	2
St. Louis	1	32	19	17	68	62	6
Syracuse	1	9	3	4	16	19	(3)
Toledo	1	25	6	21	52	68	(16)
Washington	4	56	31	62	149	143	6

CROOP NAMED

Chief of Gannett D. C. Bureau

ASSIGNMENT of A. Vernon Croop as permanent chief of the Gannett News Bureau in Washington was announced today (June 20) by the radio-newspaper group. Mr. Croop had been temporary chief of the bureau for the past six months.

Mr. Croop

Among the major objectives of the bureau, it was stated, is to develop original radio programs as a public service for the listening audience of the six Gannett stations.

Gannett stations are WHEC Rochester, WABY Albany, WENY Elmira, WHDL Olean, all New York; WTHT Hartford and WDAN Danville, Ill. These stations, through the D. C. bureau, receive *Capital Memo*, 15-minute weekly show, featuring top government and national figures in discussions with Gannett staff members.

WGAY Silver Spring, Md., received two special awards of merit from Silver Spring Civitan Club for "outstanding contribution" made by station in promoting club's Good Citizenship Week program.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

ARMED FORCES
Ad Council Starts Drive

PLANS for the first coordinated advertising campaign for all U.S. armed forces are being distributed by The Advertising Council Inc., New York.

Object of the campaign is to build prestige for service personnel, and to heighten the appeal of armed forces service, the Council said last week.

Radio advertisers and networks are expected to cooperate by sponsoring messages written from a Radio Fact Sheet, available through the council.

Gardner Advertising Co. and J. Walter Thompson Co., both New York, are the council's volunteer agencies for the Joint Armed Forces Prestige Campaign. H. M. Warren, vice president, National Carbon Co., is coordinator, and Edward F. Royal is the Ad Council's staff executive on the project.

World Signs Haymes

SIGNING of The Three Suns, popular Victor recording vocal-instrumental trio, and Dick Haymes, vocalist, was announced last Wednesday by World Broadcasting Co. Both contracts are long-term and exclusive. The Three Suns will start recording for the World library immediately.

FIAR-REGION 2
Scheduled To End This Week-End

JOINT SESSION of the Fourth Inter-American Radio Conference and the International Telecommunication Union's Region 2 Conference appears headed for conclusion this coming weekend.

Meeting since late April at the State Dept. in Washington, the FIAR-Region 2 delegates have been working out general allocation of frequencies between 10 and 4,000 kc and related matters to implement on a hemisphere basis the provisions of the 1947 Atlantic City treaty [BROADCASTING, May 2].

Start Plenary Sessions

With committee and sub-group work substantially complete, the conference swung into plenary sessions last week to consider drafting the formal resolutions. By the end of the week, however, the majority of ground was yet to be covered, such as the allocations table itself which includes the broadcast band proposed as 535-1605 kc. It was pointed out that what broadcast use may be considered for the controversial 540 kc channel will not be touched upon but will be entirely up to the delegates at the forthcoming revision of the North American Regional Broadcasting Agreement this fall [BROADCASTING, April 25].

Outstanding feature of the conference has been the harmony and cordiality of relations in working sessions. Delegates on various committees went out of their way to resolve issues by compromise and informal agreement rather than put them to vote and defeat desire for unanimous approval.

Indicative of the international solidarity feeling were two resolutions adopted by the plenary session relating to use of radio to advance desire for peace and wipe out illiteracy. Both were introduced by Dr. Arno Huth, representing the United Nations Economic, Social and Cultural Organization.

The first recommended that "radio communications should be used deliberately and to the greatest possible extent to combat illiteracy and ignorance, and to foster basic education." It urged that "material and technical aid" be given those countries lacking in radio facilities and that "the professional training and exchange of radio personnel should be developed for the benefit of all countries in the Western Hemisphere."

The second endorsed the similar UNESCO-sponsored resolution adopted at the world high-frequency conference in Mexico City [BROADCASTING, April 18] and recommended:

That . . . all radio facilities in the Western Hemisphere should be used in the interest of peace, for advancing international cooperation and mutual understanding of peoples, and that all appropriate steps should be taken to the end that this resolution be followed by practical measures on the part of the Governments concerned, and that such measures are brought to the attention of the International Telecommunication Union, the United Nations and UNESCO by the countries members of these organizations.

LEGISLATION
Awaits Truman Okay

LEGISLATION giving President Truman broad powers to reorganize the executive branch of government — including FCC — was passed by Congress and sent to the White House for signature late last week. Mr. Truman reportedly has prepared several reorganization plans for early submission to give effect to recommendations of the Hoover Commission on Organization of the Executive Branch, but the agencies and departments involved have not been disclosed. Under the bill finally agreed upon in Congress after prolonged wrangling [BROADCASTING, May 30, June 6], reorganization plans submitted to Congress by the President shall become effective within 60 days unless disapproved by a majority of either House.

GUILFORD
Greensboro AM Grant

PROPOSED decision was reported by FCC last week to grant application of Guilford Broadcasting Co. for new AM station at Greensboro, N. C., on 1400 kc with 250 w full-time. Firm is owned solely by Guilford Hutchison, general manager of WBIG Greensboro.

Although the proposed station would not meet FCC requirements as to nighttime metropolitan district coverage, the majority voted to grant the application in view of the limited services now available there. Comrs. Rosel H. Hyde and George E. Sterling voted to deny the application and Comrs. Wayne Coy and Frieda B. Hennock did not participate.

The Commission also issued a memorandum opinion and order to deny petitions of WSIC Statesville, N. C., and WHLF South Boston, Va., requesting FCC to reopen the record in the case to accept a statement from Mr. Hutchison as to whether he would proceed with the new outlet in view of his recent WBIG promotion. FCC found that no or only very slight interference would be caused these stations by the proposed outlet.

SOCIALISTS
Protest FCC Ruling

THE SOCIALIST Party protested to FCC last week against the Commission's New Mayflower Decision permitting radio stations to broadcast editorials [BROADCASTING, June 6]. Revocation of the decision was urged.

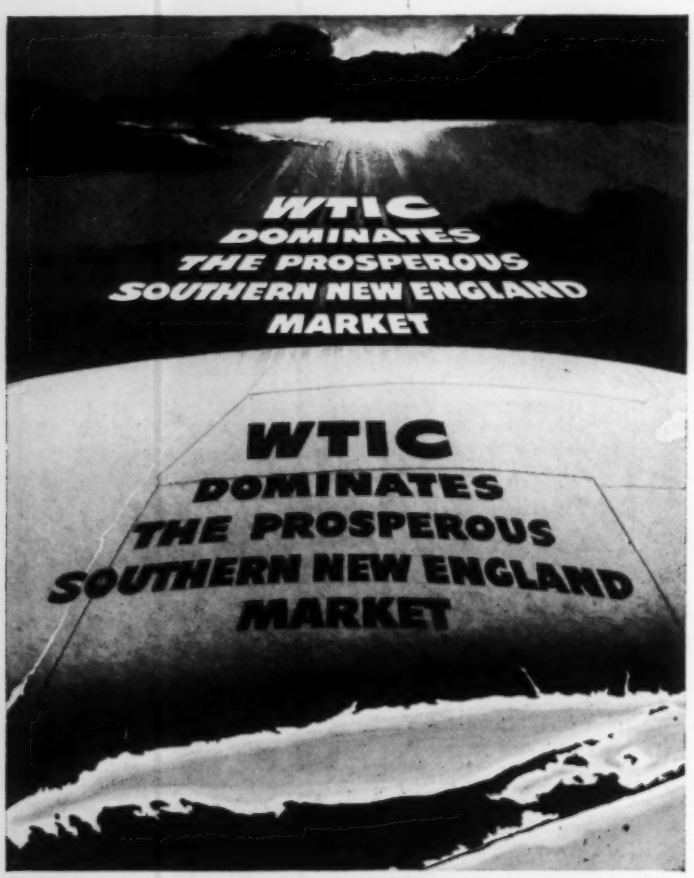
"Even today it is almost impossible for minority viewpoints to get a fair hearing," the party's national secretary, Harry Fleischman, declared in a letter to FCC Chairman Wayne Coy.

He charged that all four major networks have been "guilty of . . . not granting equal time for the discussion of both sides of controversial subjects." Under the editoralizing decision, he predicted, "conditions will be even worse than before." Since networks and stations depend upon advertising, he said, "their economic interests will lead them, consciously or unconsciously, to an editorial bias in favor of the point of view of private capitalism. . . . Your decision vitally impairs real free speech for the people of America."

Finch Heads WJIM

HOWARD K. FINCH, vice president in charge of production at WJIM Lansing, Mich., has been appointed WJIM general manager, Harold F. Gross, president and owner, has announced. With the exception of four years in the armed forces, Mr. Finch has been with WJIM since it was established in 1934. His promotion comes shortly before the station's 15th anniversary celebration.

Mr. Finch



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

NBC Central Division vice president, I. E. Showerman (l), picks the first winner in Taylor-Borroff's monthly Blue Ribbon Bulletin competition for agency timebuyers. E. R. Borroff identifies the $50 prize-winner as Clifford Bolgard, radio director of Sherman & Marquette, Chicago.

'48 AD MONEY

Expenditures Near $5 Billion

TOTAL U. S. advertising expenditures in 1948 reached $4,830,700,000, a new high, according to a survey prepared for *Printer's Ink* by Dr. Hans Zeisel, associate director of research of McCann-Erickson Inc., New York.

The figure included expenditures for not only time and space but also for art and production. Basic source for Dr. Zeisel's annual estimates of radio advertising was BROADCASTING YEARBOOK. To its figures for net time sales he added his estimated production costs to come up with a 1948 total of $596,900,000 radio advertising expenditures.

The $596,900,000 spent by advertisers for all types of radio advertising in 1948 was a 7.5% increase over 1947. Dr. Zeisel, dividing radio advertising into two categories —national and local—said national radio increased 5.9% in 1948 and local radio rose 10.5%. The 7.5% increase represented the average of all radio.

Total radio advertising in 1948 was second only to newspapers. In 1948 newspaper advertising expenditures reached $1,749,600, an 18.6% increase over 1947.

PEGLER CASE

Columnist Agrees to Appear

COLUMNIST Westbrook Pegler last week agreed to appear in legal action against him and his syndicate, King Features, brought by Drew Pearson, columnist and ABC commentator [BROADCASTING, May 30]. Summons had been served on the syndicate but efforts to find Mr. Pegler had failed until he agreed to appear.

Next step in the action, which is being brought in New York Supreme Court by Mr. Pearson's lawyers, Greenbaum, Wolf & Ernst, New York, will be service of the complaint. Two of Mr. Pegler's columns, charging Mr. Pearson and Walter Winchell with irresponsible attacks on the late Secretary of Defense, James Forrestal, are said to be the reason for the action.

'TOWN CRIER' SUCCESS

Utility Firm Show Marks 14 Years on WMBD

FURTHER proof of the value of radio advertising to a public utility firm [BROADCASTING, May 23] has been reported by WMBD Peoria, Ill., and the Central Illinois Light Co.

This month marks the 14th year the utility company has sponsored *Cilco Town Crier* on WMBD. The program was started for the following purposes: (a) to offer valuable service, without charge, to the people of Central Illinois; (b) to create good will for the sponsor; (c) to increase the use of gas and electricity in the area served by Central Illinois Light Co., and (d) to increase the sale of electrical and gas appliances, primarily for the sponsor, secondly for associated dealers.

Cilco Town Crier has fulfilled all of these requirements for the sponsor, according to WMBD. Daily at 10:30 a.m., the tolling of a bell ushers in the 10-minute program. In informal dialogue fashion, the show features brief, newsy announcements of social and civic events in the Peoria area.

Only those affairs open to the public and operated for no profit are announced. Any church, club or organization sponsoring such an affair has the free use of the show to promote the event. During the 14 years the program has been aired it has been used for 56,000 public service announcements. An average of 255 organizations are served and approximately 38 central Illinois cities are represented each month on the broadcast.

Central Illinois Light Co. also realizes a substantial saving each year from the use of the program by civic organizations. Many groups which previously asked for cash donations from the firm prefer to have their affairs publicized on the *Town Crier* rather than request gifts.

Several tests of the pulling power of the program also have been made with satisfying results, WMBD reports. A contest for the oldest gas and light bill was held, offering 38 prizes including gas and electrical appliances. Thousands of entries were received ot only from Peoria but for a radius of 60 miles. Of special interest to the sponsor was that all prizes were awarded for bills dated from 1860 to 1898.

Radio is definitely a "must" in Central Illinois Light's advertising budget. Because of its impact and ability to use a unique programming technique to solve a public relations problem, the firm recently purchased a half-hour Saturday program, *Kitchen Party*, in addition to its daily *Cilco Town Crier* on WMBD.

Summing up the utility firm's satisfaction, R. K. Dallas, service sales manager, wrote WMBD:

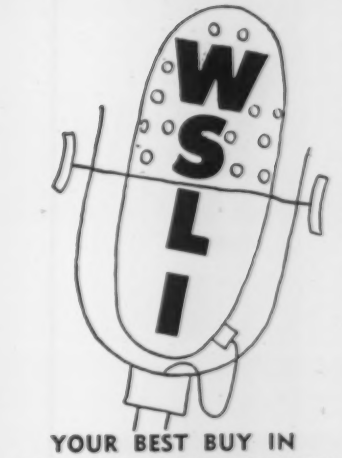
"The *Cilco Town Crier* renders a public service in furnishing to the home, through the medium of radio, information of interest to the householder. We have found this program an excellent way by which to send information of our services to our customers."

* * *

ARTHUR GODFREY, CBS radio-TV star, won silver plaque in Twin Beech class of third annual Spring Air Regatta, Wings Field, Ambler, Pa.

* * *

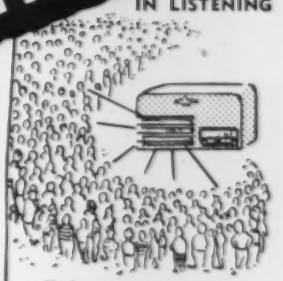
Mr. Dallas cuts birthday cake celebrating Cilco Town Crier's *14th year. Waiting for a slice are WMBD announcers, Emil (Farmer) Bill (center) and Milton Budd, who appear on the show.*



YOUR BEST BUY IN JACKSON, MISSISSIPPI

FIRST IN POWER 5000 WATTS DAY AND NIGHT

FIRST IN LISTENING



Conlan Survey	April, 1949 Entire Survey
WSLI	31.4%
Station A	29.6%
Station B	15.8%
Station C	11.3%
Station D	9.3%

NOW MORE THAN EVER in Jackson, Mississippi WSLI is your best buy

Weed & Co. Nat. Reps.

ABC Affiliate 930 K.C.

WSLI JACKSON, MISSISSIPPI

LANGUAGE STATIONS

Clinic Hears Mogul

EMIL MOGUL, president of the New York advertising agency bearing his name, last week told a clinic of foreign language broadcasters that if some of their members would improve business practices, they could tap millions in new advertising revenue.

Mr. Mogul, whose agency handles such heavy radio accounts as Barney's Clothes and Canadian Fur Co., New York, spoke at a luncheon session of a one-day clinic of representatives from foreign language stations. The clinic, proposed and organized by Ralph Weil, general manager of WOV New York, attracted executives of some 30 stations. It was held at New York's Roosevelt Hotel.

The agency executive, explaining he intended his criticism to be helpful in improving business for broadcasters, said he had encountered astonishing derelictions, delays and disinterest in trying to buy time on some foreign language stations.

He said it was not unusual for a station to fail to respond to letters from the Emil Mogul Co. seeking time availabilities and market information needed to purchase time for clients.

"Frankly," he said, "we can't get the proper information from the stations to make it possible for us to expand our foreign language business."

Mr. Mogul cited examples of campaigns that were cancelled because clients either tired of waiting for delayed responses from stations or found information that was provided was either inadequate or undependable.

"Recently," he said, "we had a client who wanted to do a foreign language campaign in 12 or 15 markets. We sent letters asking for availabilities and market information to stations in those places. Do you know that although we sent as many as four letters to some of those stations, and even wired some, we never got replies?"

Mr. Mogul also charged that in some instances he had found noticeable discrepancies between rates quoted to him by station managements and rates for similar time quoted by brokers to whom stations had apparently wholesaled time periods for resale.

He recalled one instance in which the rate for a particular spot quoted by "a broker" was 40% less than that quoted by the same station's management for a similar period.

Apparently, Mr. Mogul said, some foreign language stations pay little if any attention to the disposition which persons to whom they have consigned blocks of time make of the periods.

Mr. Mogul said the kind of information that agencies needed from foreign language stations included statistics on "every foreign language group you broadcast to" and case histories showing successful use of the station by advertisers.

"Scores of agencies that don't use foreign language stations now would be glad to do business with you if you presented your story to them," he said.

Urges Unity

Urging that independent broadcasters unite to act in default of action by networks "who have one foot in radio and one in TV, and are getting splinters in their rears," Ted Cott, WNEW New York vice president and chairman of NAB Unaffiliated Stations Committee, keynoted the morning session.

United effort on the part of unaffiliated broadcasters will lead advertisers to allocate 50% of their radio dollars to independent stations, and not just for spot announcements, Mr. Cott said. The specialist broadcasters, he said, doing things as an aggressive group, will attain leadership relinquished by the networks because of "defeat psychology."

Other speakers included Read Lewis, director of the Council for American Unity; Yaroslav Chuz, council's director of program operations division, who declared that one sixth of the total U. S. population spoke another tongue in addition to English; A. D. Willard Jr., NAB executive vice president, who said that video is destined to be the greatest of all mass communications media, but radio is by no means dead.

A panel on programming problems was moderated by Arnold Hartley, WOV New York program manager. Participants in the discussions were Robert O. Miller, WSBC Chicago, who outlined details of his station's programming with eight "specialists" groups; Shelly Dobbins, French Broadcasting System, who offered to foreign broadcasters programs in French recorded abroad and requested French language programs be transcribed for broadcast in Europe; Pat Stanton, WJMJ Philadelphia, who outlined his station's progress since its change from exclusively English broadcasting to a foreign language station. WJMJ, he said, now programs five and one half hours daily of Italian programs; has built "an Italian broadcasting station within a station," offering every type of program.

Mucio Delgado, representing the State Dept.'s Voice of America, offered foreign language broadcasters free of charge special programs made by the Voice for broadcast in foreign languages overseas.

Following luncheon, Dr. Sidney Roslow, director of The Pulse Inc., New York, presented "Auditing Your Foreign Language Audiences," demonstrating with the WOV audit material.

He pointed out that the same survey could be applied to any small station willing to spend "a small amount." The project, he said, needn't be as extensive as the WOV operation, nor must it be done by The Pulse. It does, however, he emphasized, have to be done individually, as government census figures are inadequate for the job.

Before adjournment of the clinic, a national sales panel formed the nucleus of a national foreign language network, which it is hoped will grow as a foreign language quality group, covering the major markets in the major foreign languages. Officers are to be appointed in key spots throughout the country, and contributions were accepted by Mr. Weil, for the immediate establishment of a secretariat.

MANAGER SHIFT

KGVL's Fletcher to WEAR

CHANGE of managers at KGVL Greenville, Tex. (250 w unlimited, 1400 kc), was announced by Truett Kimzey, of Fort Worth, owner of the station, last week.

Taking the place of Earle Fletcher, KGVL manager since 1946, is Leo Hackney, who joined the station May 15, 1947, and has been its commercial manager since May 1948. Mr. Fletcher has resigned to become manager of WEAR Pensacola, Fla., July 1. He has purchased 45% interest in WEAR and also holds 10% in KSST Sulphur Springs, Tex.

by spending 8 weeks this summer at the.....

TELEVISION WORKSHOP'S

SUMMER SESSION AT LAKE GEORGE, N. Y.

JULY 5 to AUG. 27

N.Y.C. Summer Session
Can't Get Away?
Attend 8-week course at our midtown Manhattan studios.
Days or Nights
WRITE FOR SCHEDULES
Air Conditioned Studio & Classroom

Graduates now in 85% of America's TV stations —from New York to San Francisco, Canada to Mexico. Prepare for this fall. Combine training with a vacation at our Lake George session. Live inexpensively at our non-profit, cooperative student camp. Sailing, swimming, fishing . . . all sports. Summer theatres. Wives and children welcome. G. I. Bill.

FREE PLACEMENT SERVICE

TELEVISION WORKSHOP

1780 Broadway, N. Y. C. 19. PLaza 7-3721

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000 · NEGRO 300,000 · GERMAN 100,000 · SPANISH 250,000 · ITALIAN 100,000 · SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL 5000 WATTS CLEAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY

HARDEST WORKERS ON YOUR COMMUNICATIONS TEAM

G-E BEAM POWER TRANSMITTING TUBES

GL-2E26

—always ready for dependable service—minutes or hours of it!

—need low drive, so ask less of your power supply.

—replacements are convenient to obtain...you can secure new tubes fast from your local G-E tube distributor!

DESIGNERS of equipment give first place to General Electric beam power *economy* tubes. Their low drive requirements — a characteristic of this type — pay off in less space needed for the driving stages of a transmitter. That's Saving No. 1! And drain on the battery or other source of power supply is reduced . . . Saving No. 2.

If you operate police, taxicab, or ambulance radio equipment — if you maintain an airport, ship-to-shore, or other communications system — the benefits of a more compact transmitter and lower power consumption are matched by G-E tube dependability. These beam power types are amply proved in tough service!

A complete line of General Electric tubes is available, spanning the range of outputs and frequencies in communications work. Designers and builders of equipment, through their nearby G-E electronics office, may call on experienced G-E tube engineers to help select the right types for new circuits.

Transmitter owners will find that same-day, often same-hour service is given by their local G-E distributor on tube replacements. From coast to coast, stocks are in readiness for *your* emergency call! Get to know your G-E tube distributor; he's equipped to serve you fast . . . and well! *General Electric Company, Electronics Department, Schenectady 5, New York.*

GL-807

GL-829-B

GL-813

Ratings (ICAS) for typical operation, Class C plate-modulated					
Type	Plate voltage	Plate current	Driving power (approx)	Power output (approx)	Freq. at max ratings
GL-2E26	500 v	54 ma	0.15 w	18 w	125 mc
GL-807	600 v	100 ma	0.4 w	42.5 w	60 mc
GL-829-B	600 v	150 ma	0.9 w	70 w	200 mc
GL-813	2,000 v	200 ma	4.3 w	300 w	30 mc

Photo by courtesy N. Y. State Police

GENERAL ELECTRIC

190-H4

FIRST AND GREATEST NAME IN ELECTRONICS

Latest Record Hits

on

new "DJ" couplings from RCA VICTOR*

THE FONTANE SISTERS

and THE PAGE CAVANAUGH TRIO

I'm A Little Cuckoo
The Turtle Song DJ-716

LARRY GREEN

Lover's Gold
There's Yes! Yes! In Your Eyes
DJ-717

CHARLIE VENTURA

Barney Google
Smoke Gets In Your Eyes
DJ-719

FRAN WARREN

Homework
You Can Have Him
DJ-718

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Programs

FAMOUS Barnee-Lowe orchestra of Washington's Shoreham Hotel is being featured in summer music series over MBS. Program is originated from hotel's terrace by WOL (Mutual affiliate in Washington). Acting as host and co-m.c. is Barnee Breeskin, who in addition to conducting the music, will feature as weekly guests diplomats, statesmen and legislators of many states and nations. Paired with Mr. Breeskin is Maxim Lowe as director and producer. Program is aired Saturday 11-11:10 p.m.

'Petroleum on Parade'

DUE TO oil industry's growth and importance in Tri-State area—Indiana, Illinois and Kentucky—WJPS Evansville, Ind., has started new Sunday afternoon program, *Petroleum on Parade*, under sponsorship of Ryan Oil Co. Dedicated to oil producers, workers and land owners, *Petroleum on Parade* comprises feature stories on oil, news of current Tri-State oil activities, biographical sketches of owners of oil-producing land, and predictions of coming oil developments. Program is prepared and aired by George C. Compton, station's principal news reporter.

'Wrightville Folks'

ONE OF WTIC Hartford, Conn.'s most popular programs more than decade ago, *The Wrightville Daily Clarion*, has returned to station's air waves with title of *Wrightville Folks* as a summer replacement. Played by its original cast, program is based on life in typical old New England village which has maintained its character despite modern influences, and where language idiom and proverbial New England twang are delightfully preserved.

'Girl About Town'

EACH WEEK Eileen Kneeland, woman's program director of WHAV Haverhill, Mass.. and station's *Girl About Town*, takes her wire recorder to call on noted New England personalities in their homes, and for chats with visiting celebrities. She has interviewed such people as Ben Ames Williams, Anya Seeton and Jessica Dragonette.

'Fashions in the Air'

TELEVISION show, *Fashions in the Air*, featuring clothes from Coleman's Fashion Shop, Boston and Wellesley, made its debut early this month over WBZ-TV Boston. Initial quarter-hour show (8:45 p.m.) displayed gowns by such famous American designers as Sondheim, Chapman, Simpson and McCardell. Murial Williams Hart, as fashion commentator, was assisted by three Hart models, with music supplied by Al Navarro and the Quintet.

Air Disaster Coverage

LOG FOR WAPA San Juan, P. R., discloses station aired 27 programs and announcements concerning air disaster which occurred off Point Salinas, P. R., the worst in Caribbean history. Station aired first flash at 6:55 a.m.; at 6:30 p.m. it fed ABC story of disaster, and at 10:20 p.m. gave report on raising of plane and continuance of rescue work.

'Story Time'

SERIES of children's programs designed for classroom listening has been completed by WAVL Vandergrift-Apollo, Pa. In cooperation with Hamburg Bros., RCA Victor distributor in Pittsburgh, station aired *RCA Victor Story Time* at 2:15 Tuesday and Thursday afternoons. Students from schools in several surrounding counties assembled in classrooms to hear program. Station reports teachers and pupils hailed program as educational and interesting.

'Sketch-a-Quiz'

NEW PROGRAM which made its debut on WOIC (TV) Washington last Monday as daily feature gives viewers opportunity for on-the-spot participation with possibility of winning wide assortment of prizes. Titled *Sketch-A-Quiz*, program features studio artist progressively drawing portrait of well known person. Viewers are invited to call m.c., Judd Whiting, and make identification of person whose portrait is being drawn. If identification is not established on first night, progressive drawing of portrait continues throughout week until viewers give correct identification. Announcement of identification is withheld until three people have provided correct answer, with first, second and third prizes being awarded. Additional prizes are awarded each day. Program is produced by James S. McMurry, and art work is under direction of Buddy Pappas.

Aid for Police

JIM MONROE, news editor for KCMO Kansas City, Mo., has added something new to his 9:30 p.m. Sun.-Fri. newscast. Working directly with Kansas City traffic police he maintains complete listing of all street intersections in city where traffic accidents have occurred frequently. Detailed information on number of accidents, injuries or fatalities at each spot enable Mr. Monroe to pin-point one particular intersection for a trsffic safety story each evening. Also tied in with this information is full account of any traffic accident that may have happened during day, with complete instructions about traffic regulations at that particular intersection.

Washington Weekend

OPPORTUNITY to spend an all-expense paid weekend in Washington is offered on WLOW Norfolk, Va.'s *Weekend in Washington*, daily half-hour show. Contestants must give best reasons why they should take the trip, and winners are picked by board of judges. Trip includes stay at Wardman Park Hotel, sight-seeing tour, and tour of WNBW (TV) Washington. Program, which originates in Norfolk's Burroughs Restaurant is emceed by Dick Gould and Bob Drepperd and is sponsored by Haynes Furniture Co. and Philco.

'Teen Magazine'

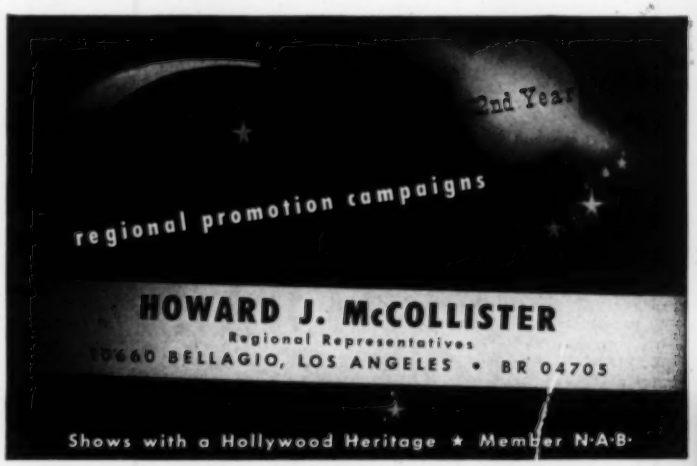
VIDEO program for teen-agers is WAAM (TV) Baltimore's *Teen Magazine*, telecast Tuesdays at 7 p.m. It consists of various visual pages, each edited by teen-age editor. All participants on each section of show are talented teen-agers chosen from various high schools. Such pages as entertainment, fashions, oddities, sports, teensters' problems, etc., are offered.

Guest Appearance

AFTER SUCCESSFUL experiment in May, WOL Washington has set as regular feature of its Saturday matinee *John Ball Show* guest appearances by Washington radio listeners whose favorite records are featured during broadcast. Mr. Ball has invited each guest to assist in production of his show by introducing the disc brought to WOL for the occasion. Number of guests has to be limited in order to assure each a position on program, and show is aired from WOL's audience studio to provide space for audience.

Visitors Week

GUESTING on Beth Lee's *Women's Page of the Air* over WPTR Albany, N. Y., were visitors from Santa Claus and two internationally known educators. On June 6 Edward D. Stites and S. A. Duff of Butler Bros., nationally-known wholesaler of children's toys, brought some of Santa's samples to Miss Lee's program. And on June 8 Joseph Konive, secretary of board of education of Luxembourg, and Antonio Maceda, division supervisor of schools in the Philippines, who were touring New York, appeared on show and discussed educational organization of schools in Luxembourg and the Philippines.


2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

out Aug. 15

IOWA RADIO MARKET DATA BY COUNTIES

County	Per Cent Radio	1949 Radio Families	Retail Sales 1948, 1,000's	Employment Mid-March 1947	Taxable payrolls—Jan. to Mar. '47, in 1,000's	Mfg. Value Added 1947, 1,000's
Adair	00.0	0,000	0,000	000	000	0,000
Adams	00.0	0,000	0,000	000	000	0,000
Allamakee						
Appanoose		0,000	0,000	000	000	0,000
Audubon		0,000	0,000	000	000	0,000
Benton		0,000	0,000	000	000	0,000
Black Hawk		0,000	0,000	000	000	0,000
Boone		0,000	0,000	000	000	0,000
Bremer		0,000	0,000	000	000	0,000
Buchanan		0,000	0,000	000	000	0,000
Buena Vista		0,000	0,000	000	000	0,000

1949 BROADCASTING MARKETBOOK

with SPOT RATE FINDER FOR EVERY COMMERCIAL STATION

A new, easy way to compute the cost of a spot campaign in your market. In one minute, the buyer will get facts he formerly spent days to uncover.

The Spot Rate Finder, devised by BROADCASTING in cooperation with the leading Station Representatives and key radio buyers, will show: (1) One-time day and night rates for every station. (2) Average rates for each market for network stations and for independent stations. (3) Average rates by class of market, regions and other geographical divisions. (4) Network, station representative, power, frequency, available surveys.

For the first time the radio buyer will have at his immediate disposal all essential market facts and spot time figures in one comprehensive volume. The 1949 MARKETBOOK will have a guaranteed circulation of 17,500, with complete coverage of spot-ad advertisers and agencies around. Regular rates and frequency discounts prevail. Advertising deadline is July 15.

(Specimen)

IOWA (Contd.)

CEDAR RAPIDS, Linn, 23,000 Fam., 97.9% Radio, 22,517 Radio Fam.

KCRG, 5kw, 1600 kc, MBS, Pearson, BMB

	Sta.Break	1Min.	5Min.	15Min.	30Min.	1Hr
D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

WMT, 5 kw, 600 kc., CBS, Katz, Hooper, Conlan, BMB

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

2 AM affiliates, aver. 1 time day rate:

9.50 14.75 18.50 37.00 55.50 92.50

2 AM affiliates, aver. 1 time night rate:

15.00 22.50 26.25 62.50 107.50 187.50

CLINTON, Clinton, 9,700 fam., 97.9% Radio, 9,497 Radio Fam.

KROS, 250w., 1340kc, MBS, Everett-McKinney, Conlon

D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

KROS-FM, Chan. 241, 96.1 mc, 14kw, Bonus.

COUNCIL BLUFFS, Pottawattamie, 14,000 Fam., 96.6% Radio

KSWI, 500 w D, 1560 kc, Everett-McKinney, Webber

D	6.00	7.00	12.00	24.00	56.00	60.00

CRESTON, Union, 2,590 Fam., 96.1% Radio, 2,489 Radio Fam.

KSIB, 1 kw D, 1520 kc, Everett-McKinney, Conlan

D	7.00	8.00	16.00	28.00	48.00	80.00

"RADIO BUYERS SAY..."

"Your 1949 Marketbook with the Spot Rate Finder should surpass your excellent 1948 Marketbook which I still am using.

Jack Purves
N. W. Ayer & Son

"What the doctor ordered . . . the basic facts that any advertiser needs to select markets."

Burns Lee
Rexall Co.

"A genuine service that will be widely used and constantly referred to . . ."

Lillian Selb
Foote, Cone & Belding

"Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years."

Richard Grahl
William Esty Co.

RESERVE SPACE NOW. GUARANTEED CIRCULATION 17,500. DEADLINE JULY 15.

Management

JAMES A. McFARLAND, former chief engineer of WPGH Pittsburgh, has assumed position of general manager of station.

THOMAS DALHASEN, formerly with WGN Chicago and Cramer-Krasselt Adv., Milwaukee, has joined KWFC Hot Springs, Ark., as assistant to the general manager.

RICHARD WEIL Jr., a director of Bamberger Broadcasting Service (WOR New York, WOIC (TV) Washington), has been elected president of New York store of R. H. Macy & Co. He will remain as a vice president, member of board and of the executive committee of the parent concern. He also is a director of L. Bamberger & Co., a Macy division.

J. P. (Pat) WILLIAMS, executive vice president of WING Dayton and WIZE Springfield, Ohio, and president of Transportation Sales Inc., has been appointed member of Community Chest Campaign Advisory Committee for 1949 campaign in Dayton.

ARNOLD F. SCHOEN Jr., general manager of WPRO and WPRO-FM Providence, has been elected and installed as first president of Advertising Club of Providence Chamber of Commerce. **KENNETH M. CURTO,** also of WPRO, was appointed to club's board of governors.

EDGAR KOBAK, former president of MBS and now a business counselor, has been elected president of Georgia Tech Club of New York.

NETWORK EDITORIALIZING

Vadeboncoeur Cautions Licensees on Use

"THE RIGHT to editorialize, with 'fairness' as the keystone of that right, was granted to broadcast licensees and the way that right is exercised is the responsibility of each individual licensee. . . Whether it is wise for station operators to allow a network to use their facilities to broadcast editorial viewpoints formulated in New York, Chicago or Hollywood is a serious question."

"This warning is expressed by E. R. Vadeboncoeur, vice president of WSYR Syracuse, N. Y., in a letter to BROADCASTING concerning action of the FCC in lifting the Mayflower ban.

"As one of those who was active in the fight against the Mayflower rule," Mr. Vadeboncoeur writes, "I think it is extremely important for broadcasters to consider carefully a problem which now arises." Concern expressed by the WSYR executive is the result of an announcement by one network that it will now begin carrying radio editorials "from time to time."

"Whether this is a proper use of the freedom which has been granted to station licensees is a question every station operator must decide for himself," Mr. Vandeboncoeur says. He continues:

"There is a great distinction between a network editorial going out over an affiliated station and an editorial broadcast over that station by its management. Except in the case of network owned and operated stations, the network has no responsibility to the FCC or to the public, so far as license obligations are concerned, for what it may be saying editorially over the individual station.

"Meantime, every time a network editorial is broadcast over an independent affiliated station, the operator of that station has delegated the right given him by the FCC to another party.

"The editorial viewpoint of many network stations may vary widely on any given question. Every network has stations in the South, in the Border States, in the North and in New England. Every network has stations in the East and in the West. For many reasons a New York viewpoint may be quite different from the viewpoint of Portland, Me., or Shreveport, La., or San Diego, Calif.

". . . Every individual station operator is responsible to the FCC for the way he uses his license and, particularly, now, for the way in which he uses this new right given to broadcasters. Every individual station owner is also responsible to his community.

"The right to editorialize, with 'fairness' as the keystone of that right, was granted to broadcast licensees and the way that right is exercised is the responsibility of each individual licensee. It is difficult to see how he can retain that right fully in so important a matter if he is to pitch a switch and pipe in editorial viewpoints formulated in New York City.

"It is hardly a solution to say that the station operator will be notified in advance and may take or leave such an editorial program. In the first place, the very factor of time may make it impossible for him to fully check the subject matter and the wording of the editorial before he is called on to take it or leave it. There is every sort of opportunity for slips and misunderstandings in such a system and it should be studied with great care by the individual broadcaster who will have to take responsibility, in the final analysis, for what goes out over his station.

"While it is not an exact parallel, the best comparative situation I can think of is the relationship between press services like Associated Press, United Press and International News Service, and their client newspapers. For almost exactly the same reason I have set forth above, these news services do not attempt to use the columns of their client papers for editorials. They provide news, features and so forth, and leave it to each newspaper to write their own editorials.

"This seems to be the safe and sensible way to handle such a relationship and it would be just as valuable a philosophy in radio as it now is in journalism.

"I have never advocated network editorials but I feel that this is a matter which should be handled completely between the affiliated stations and their networks, without trying to make any rule or law concerning it.

"I do believe that every network affiliate should remember that the right which has been granted him has been granted *to him* and that everything which goes out over his air is still his responsiblity and that it is particularly so in this question."

ELLIS ATTEBERRY

Leaves KCKN To Head WJBC

ELLIS ATTEBERRY, manager of KCKN Kansas City, Mo., for 12 years, has resigned to become manager of WJBC Bloomington, Ill. He was to assume his new duties last Wednesday (June 15). Mr. Atteberry succeeds Hale Bondurant, who has been named manager of KFBI Wichita, Kan. [BROADCASTING, May 30]. Mr. Bondurant will remain at WJBC until July 1 when he leaves to take over the KFBI post.

Mr. Atteberry was with KCKN for 17 years. He previously operated his own advertising agency in Kansas City before joining KCKN (then WLBF) in 1932. Mr. Bondurant has been with WJBC for two years. BROADCASTING, May 30, incorrectly reported that he joined the Bloomington station in 1942. Mr. Bondurant previously had been sales manager of WHO Des Moines for 10 years, having joined that station in 1932.

INTERSTATE Bakeries Corp. and Potts-Calkins & Holden Adv. Agency have presented the *Cisco Kid* promotion award to KMA Shenandoah, Iowa, for outstanding job of launching the new show. Eleven stations participated in contest.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

25 YEARS

of continuous service to Roanoke and Southwest Virginia, and our 20th consecutive year with CBS.

1924—1949

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

HARRY B. SMART has joined Chicago staff of Blair-TV Inc., television station representative firm. Mr. Smart formerly was with Dancer-Fitzgerald-Sample, Chicago, in radio research and analysis, and for past six months had been member of agency's new business team, specializing in media research and distribution analysis.

THOMAS HAMILTON, formerly network account executive with ABC, has joined CBS network sales department in same capacity. He replaces L. H. FLATEN, who was recently named account executive with CBS-TV sales staff [BROADCASTING, June 13].

DAN STARR, formerly with Ruthrauff & Ryan, Seattle, has joined KRSC-TV Seattle. He will work on TV sales.

TBS SALES PLAN

Firm Selling for Outlets

TRANSCRIPTION Broadcasting System last week began negotiations with 30 sponsors on behalf of its members, seeking to sell the advertisers TBS programs carried by the affiliates.

It was said that 14 deals were being negotiated in New York, three in Detroit, two in Chicago and one each in 11 other markets.

The transcription network also announced the addition of 13 new members, bringing the total to 155. New members: WQAN Scranton (Pa.); KWRN Reno; WFUR Grand Rapids, and these New York State stations—WKIP Poughkeepsie, WGNY Newburgh, WHCU and WVFC (FM) Ithaca; WFNF (FM) Wethersfield, WVBT (FM) Bristol Center, WVCN (FM) De-Ruytur, WVCV (FM) Cherry Valley, WVBN (FM) Turin, WSLB-FM Ogdenburg.

AD-HELP SERVICE

Available on Monthly Basis

DEALER Ad-Help Reporting Service, established 18 months ago by *The Publishers' Auxiliary*, is to be made available on a monthly basis, publication has announced.

The service, which could be used by stations in merchandising radio accounts, hereafter will "be carried in a monthly page as part of *The Auxiliary*," the announcement said. It added that a periodic report, possibly published semi-annually or annually, will summarize all of the monthly reports in directory form.

The report, George H. Bechtel, *Auxiliary* editor, explained, simply seeks to tell advertising men what assistance is available to their local merchants in the way of materials for use in retail advertising. Report can be obtained by writing to Dealer Ad-Help Reporting Service, Thorn Hill, Frankfort, Ky.

WSTC and WSTC-FM
STAMFORD CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

Commercial

JIM BLACK, formerly with WCPO Cincinnati, has joined sales staff of WKRC Cincinnati. He replaces HUGH STUMP, who has moved to San Francisco.

Mr. Black

JOHNNY YOUNG and JOHNNY DICKSON have joined KBUC Corona, Calif., as account executives and assistants in station production. Mr. Young, formerly with KCSB San Bernardino, Calif., will air his *Johnny Young Show* previously on that station; Mr. Dickson, was formerly with KFBC Cheyenne, Wyo., and before that with KHSL Chico, Calif. He will handle sports features and special events for KBUC.

EVERETT-McKINNEY Inc., New York, has been appointed national representative by WLAM Lewiston-Auburn, Me.

BARTON K. FEROE, formerly in charge of radio and television at Foltz-Wessinger Inc., Lancaster, Pa., has joined WGAL-TV Lancaster's sales department.

TAYLOR-BORROFF Inc., station representative, has moved its Dallas office from Construction Bldg., to 1714 M&W Tower Bldg.

SCOTT DONAHUE, member of sales staff of WPIX (TV) New York for past year, has been named assistant sales manager.

Mr. Donahue

GEORGE ROESLER has joined sales staff of WHFC Cicero, Ill.

ROBERT I. FOREMAN has been appointed sales manager of WLDY Ladysmith, Wis. Previous to his appointment, he was salesman on station staff.

HAL HOFFMAN, San Francisco manager of Forjoe & Co., is the father of a boy.

JOHN H. WHITE, salesman for KXOK St. Louis, is the father of a girl, Elizabeth Hill.

PHIL LEWIS of WCCO Minneapolis sales department is the father of a girl, Vicki

Response ±2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!
Network Shows Use it!
Now Compare it with Any in Your Studios!

New "650"
Response ±2.5 db, 40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.
Write for full facts today!

Electro-Voice INC., BUCHANAN, MICH.
Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab

New "645"
Response ±2.5 db, 40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100

The "635"
Response ±2.5 db, 60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

June 10 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

Easley Bcstg. Co., Easley, S. C.—Granted petition for leave to amend application to specify 1050 kc 250 w D in lieu 1490 kc 250 w unl.; accepted amendment; on motion severed above application and that of Spartanburg Radio Co. for new station at Spartanburg, S. C. from hearing involving applications of William M. Drace, Greer, S. C. and Piedmont Bcstg. Co., Greenville, S. C.; continued indefinitely Easley application, Easley, S. C., and ordered that hearing on Spartanburg application be heard in separate proceeding at time, place and date previously scheduled by Commission order; dismissed petition filed May 31 to amend application of Easley Bcstg. Co., Easley, S. C.

Beachview Bcstg. Corp., Norfolk, Va.—Granted petition requesting dismissal without prejudice application new station.

By Examiner Litvin

WKRM Columbia, Tenn.—Continued hearing of Hermitage Bcstg. Corp., Nashville, Tenn. to July 12 at Washington; referred to Commission en banc petition requesting amendment of issues set forth in notice of hearing of application.

By Examiner Cooper

WMAW Milwaukee, Wis.—Granted continued hearing on applications for license to cover CP and consent to involuntary transfer of control to August 15, Milwaukee, Wis.

By Examiner Johnson

WORK York, Pa.—Granted continuance of hearing on application to Sept. 20.

June 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGAN Kingman, Ariz.—Mod. CP new AM station for extension of completion date.

Mod. CP new AM station to increase power etc. for extension of completion date: KYOS Merced, Calif.; WRUF Gainesville, Fla.; WKVM Arecibo, P. R.

License Renewal

WPAX Thomasville, Ga.—Request for license renewal AM station.

Request for license renewal noncommercial educational FM station: WLSU Baton Rouge, La.; WTDS Toledo, Ohio.

Modification of License

WEAW Evanston, Ill.—CP to change ERP to 47 kw.

WSYR-FM Syracuse, N. Y.—CP to change ERP to 10.5 kw, ant. to 640 ft.

License for CP

WDTV Pittsburgh—License for CP new commercial TV station as mod. and for approval studio location at 4100 Grizella St.

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The Newsweekly of Radio-TV

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ONE YEAR AT $7.00
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I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING

870 Nat'l Press Bldg., Wash., D. C.

ACTIONS OF THE FCC

JUNE 10 to JUNE 17

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 13 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Jones

H. Neil Black—Granted petition requesting that application for purchase of KGFN Grass Valley, Calif. be dismissed without prejudice; on Commission's motion removed from hearing docket application of 49er Bcstg. Co. (assignor) and Joe D. Carroll (assignee).

James Louis Killian, Fort Payne, Ala.—Granted petition for leave to amend application to specify power of 500 w in lieu of 250 w on 1290 kc D; accepted amendment; on Commission's motion removed application from hearing docket.

KGDM-AM-TV Stockton, Calif.—Granted petition requesting that applications for additional time to complete construction of stations KGDM and KGDM-TV Stockton be dismissed without prejudice.

KLZ Bcstg. Co., Denver—Granted petition requesting application be dismissed without prejudice.

Antilles Bcstg. Systems, Inc., Rio Piedras, P. R.—Granted petition requesting application be dismissed.

WDSM Superior, Wis.—Granted petition for leave to amend application to alter certain of operating constants of proposed DA; accepted amendment; insofar as petition requests amendment and removal from hearing it is granted; insofar as it requests grant without hearing it is dismissed.

Beer & Koehl, Ashland, Ohio—Granted petition requesting time in which to file exceptions to proposed decision extended to June 20.

Central Michigan Radio Corp., Lansing, Mich.—Granted petition for extension of time within which to file exceptions to the proposed decision to June 1.

KGBS Harlingen, Texas—Granted petition to take depositions in re application.

By Examiner Cooper

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for continued hearing on application; date to be announced later.

By Examiner Hutchison

Jackson Assoc. Inc., Attleboro, Mass.—Granted petition to amend application to operate 1320 kc, 1 kw unl. DA-2, in lieu D; to show revised corporate structure, financial and program data.

By Examiner Litvin

WXKW Albany, N. Y.—Granted petition for postponement of hearing on petitions of WHDH Boston and KOA Denver, Col. for reconsideration of Commission action granting mod. CP application of WXKW, for designation of said mod. CP application and permittee's license application for hearing, for termination or mod. of authority for WXKW to conduct program tests, etc.; hearing continued to Sept. 22.

By Examiner Smith

Costen-Tompkins Bcstg. Co., Ironton, Ohio—Granted petition for continued hearing on application to Sept. 14.

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Granted petition for continued hearing on application to July 18.

June 13 Applications . . .

ACCEPTED FOR FILING

Modification of License

WCCP Savannah, Ga.—Mod. license to change name licensee from Carter C. Peterson to Carter C. Peterson t/r as Dixie Bcstg. Co.

AM—910 kc

KAVR Havre, Mont.—CP to change from 1240 kc 250 w unl. to 910 kc 1 kw unl. DA-N.

AM—850 kc

WCAV Norfolk, Va.—CP to change from 860 kc 1 kw D to 1350 kc 1 kw unl. DA-DN AMENDED to request change from 1350 kc to 850 kc with DA-N only.

Modification of CP

Request for extension of completion date new FM stations: WHMA-FM Anniston, Ala.; KVME Merced, Calif.; KTRB-FM Modesto, Calif.; KSDO San Diego, Calif.; WAZL-FM Hazleton, Pa.; WLAB Lebanon, Pa.

TENDERED FOR FILING

AM—1050 kc

WIVY Jacksonville, Fla.—CP to change from 1050 kc 1 kw D to 1050 kc 1 kw unl.

AM—1240 kc

KDDD Dumas, Tex.—CP to change from 800 kc 250 w D to 1240 kc 250 w unl.

APPLICATION RETURNED

KROG Sonora, Calif.—RETURNED June 9 application for license to cover CP. Incomplete.

June 14 Decisions . . .

BY THE SECRETARY

WJBB Haleyville, Ala.—Granted license for new AM station 1230 kc 250 w, unl.

KFRD Rosenberg, Tex.—Same—980 kc 500 w, D.

WNAV Annapolis, Md.—Same—1430 kc 500 w, unl., DA-N.

WESB Bradford, Pa.—Granted mod. license to change main studio location.

WBSR Pensacola, Fla.—Same.

WBLK Clarksburg, W. Va.—Granted CP to reinstate CP install new vertical ant. mounting of FM ant. on side of AM tower, make changes in trans. equipment and change trans. location.

WNAC-TV Boston—Granted application for mod. CP reducing ant. from 566 ft. to 500 ft.; vis. ERP from 32.7 kw to 26.6 kw; aur. 32.7 to 13.3 kw.

KRON-TV San Francisco—Granted mod. CP to change ERP from vis. 16 kw to 14.5 kw; aur. 8 kw to 7.7 kw and to make ant. changes; ant. increased from 1,270 ft. to 1,325 ft.

Following were granted mod. CPs for extension of completion dates as shown: WATV Newark, N. J., to 1-9-50; KECA-TV Los Angeles to 12-30-49; KOB-TV Albuquerque, N. M., to 10-1-49; WBNS-TV Columbus, Ohio, to 1-1-50; KTTV Los Angeles to 12-31-49; WFBM-TV Indianapolis to 12-31-49; WPIX New York to 1-8-50; KBIG-FM Des Moines to 9-27-49; KOH Reno, Nev. to 11-30-49; KSTN Stockton, Calif. to 12-31-49; WRUF Gainesville, Fla. to 7-7-49; KCRI Cedar Rapids, Iowa to 9-1-49; WBMS Boston to 11-29-49; WLAV-TV Grand Rapids, Mich. to 10-15-49; WDOD-FM Chattanooga, Tenn. to 9-15-49; WCOH-FM Newman, Ga. to 12-21-49; WMBI-FM Chicago, to 10-1-49; KGDM-FM Stockton, Calif. to 12-9-49; KFSA-FM Fort Smith, Ark. to 1-1-50; KDTH-FM Dubuque, Iowa to 4-1-50; KYOR San Diego to 10-29-49; WELD Columbus, Ohio to 1-1-50; WFBC-FM Greenville, S. C. to 1-1-50; WMRY New Orleans to 12-6-49; WEPM-FM Martinsburg, W. Va. to 12-21-49; WBML-FM Macon Ga. to 7-21-49; WCIL-FM Carbondale, Ill. to 1-1-50; WKFM Sandusky, Ohio to 8-29-49; WNAC-FM Boston to 10-1-49; KYFM San Antonio to 12-22-49; KCMO-FM Kansas City, Mo. to 10-10-49; WSNJ-

(Continued on page 75)

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Formerly Colton & Foss, Inc.
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JOHN CREUTZ
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ORdway 8071
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AND ASSOCIATES
Consulting Radio Engineers
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Philip Merryman & Associates
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- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

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EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

News

JULIAN BENTLEY, member of WBBM Chicago staff since 1947 and prior to that news editor of *Prairie Farmer* and WLS Chicago, has been named news editor of WBBM. FRANK BARTON, writer and supervisor of two news shorts at station since 1944, was named assistant news editor. Mr. Bentley replaces EVERETT HOLLES, who resigns to work on television news in New York following vacation in Europe.

MARTIN AGRONSKY, ABC commentator, was awarded Master of Arts degree, *honoris causa*, from Rutgers U. Degree was conferred on Mr. Agronsky, member of Rutgers class of 1936, for his "accurate, objective and illuminating interpretations of contemporary world events."

ALLAN JACKSON, CBS news reporter, has been transferred from New York to network's Washington news staff, and will be heard from the capital on his regular programs, Saturday and Sunday at 11 a.m.

E. W. ZIEBARTH, newscaster-analyst for WCCO Minneapolis-St. Paul will leave this month on extended observation tour of Europe. Mr. Ziebarth is also consultant in education for CBS, and will act as roving foreign correspondent for network while he gets first-hand information on European situation for WCCO listeners.

PAT FLANNAGAN, popular CBS Chicago sportscaster, has returned to WENR-TV, ABC's Chicago station, for five-a-week sportscast, 6:45-7 p.m. (CDT). Mr. Flannagan, who has been living in Phoenix for past five years, may cover other TV sports activities.

CHARLES (Budd) DAILEY Jr. has joined WLEX Lexington, Ky., as sports director.

NORM KELLER and LOU HARRIS, former general manager and program director, respectively, of WVAW(FM) Cheviot, Ohio, are working with WCNH Quincy, Fla., as news team.

BILL DAY, director of news and special events at KOA Denver, has been appointed to handle press duties for station. His department henceforth will

Mr. Day

Mr. Allen

be known as news, special events and press. DON ALLEN, formerly head of KOA's press department, has been appointed director of public service programs.

BOB JOHNSON, formerly of WKBZ Muskegon, Mich., has joined news staff of WTAM Cleveland.

CHANNING COPE, farm commentator for WCON Atlanta and prominent Georgia farmer, has announced publication of his first book, *Front Page Farmer*.

SID ZIFF, sports editor of San Fernando (Calif.) *Valley Times*, has started quarter-hour daily sportscast on KFWB Los Angeles.

DISCUSSING future plans and activities of the Carolinas Radio News Directors Assn. during the groups' convention [BROADCASTING, **June 13, 6**] **are (l to r): Gren Seibels, WIS Columbia, S. C., new CRNDA president; Jack Knell, WBT Charlotte, N. C., retiring president; Richard Harkness, NBC commentator, and Harold Essex, vice president-general manager, WSJS Winston-Salem, N. C., and president of North Carolina Assn. of Broadcasters.**

WFDR (FM) STARTS

Third FM Outlet of ILGWU

(See Hennock story this issue.)

WFDR New York, the third FM station to take to the air under auspices of International Ladies Garment Workers Union, formally began broadcasting at 8 p.m. Thursday.

It kicked off from the stage of Carnegie Hall with a two-hour tribute to the memory of the late President Franklin D. Roosevelt. Mrs. Roosevelt was among those scheduled to participate.

Among others to take part: David Sarnoff, RCA board chairman; FCC Comr. Frieda Hennock; Mayor William O'Dwyer; David Dubinsky, ILGWU president; Henry Morgenthau Jr., president of the Franklin Delano Roosevelt Memorial Foundation; AFL President William Green; Walter Reuther, president of the United Auto Workers, CIO; Lt. Gen. Walter B. Smith, commanding general First Army; Lawrence Tibbett, Jan Peerce, Albert Spalding and many others from the entertainment world. Edward Arnold was given the emcee spot. Salutes from Hollywood came from Eddie Cantor; Ronald Reagan, president of Screen Actors Guild, Gene Kelly and Anna Roosevelt. From overseas came the voice of Leon Blum, former foreign minister of France, and messages from Pandhit Nehru, prime minister of India, and Alcide De Gasperi, Italy's prime minister.

The opening program was carried on the AM facilities of WNYC New York, the city's municipal station. WFDR will be heard daily from 2 to 11 p.m. on channel 282 (104.3 mc). Other ILGWU FM stations are WVUN Chattanooga and KFMV Los Angeles.

RADIO CLINIC

Opens at Denver U. July 25

SALES promotion and radio news will be the theme of the third Professional Radio Clinic to be held at U. of Denver July 25 to Aug. 26. Highlighting the clinic, and especially designed as short courses for station personnel, will be three one-week clinics in radio sales, radio for retailers and radio news departments.

Maurice Mitchell, director of the newly formed Broadcast Advertising Bureau, will lead off this series the week beginning Aug. 8. For five days Mr. Mitchell will conduct the radio sales sessions with the now famous "Mitch's Pitch." Beginning Aug. 15, for five days, Howard Abrahams, director of sales promotion of the National Retail Dry Goods Assn., will outline ways radio can be used by retail stores to tell their story and sell merchandise.

Arthur Stringer, NAB staff director and secretary of the NAB news department, will close the series of one-week clinics with a week on radio news departments that pay dividends.

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★ Substantially Lower Cost Per Record

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IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

J. BALLANTYNE

Dies at Son's Graduation

JOHN BALLANTYNE, 49, chairman of the board of directors of Philco Corp., collapsed and died June 10 while delivering a commencement address at Meadowbrook (Pa.) School for Boys, where his son, John William, 13, was a member of the graduating class.

Mr. Ballantyne, chairman of the school's board of directors, had been speaking only a few minutes when he collapsed. His wife, the former Alberta F. Baker, and their daughter, Dolores Maire, also were in the audience.

A graduate of the Wharton School of Commerce and Finance of the U. of Pennsylvania in 1921, Mr. Ballantyne was an accountant until 1934, when he joined the old Philco Radio and Television Corp. as treasurer. When the present Philco Corp. was formed in 1940, he became treasurer, holding this post until 1941 when he was named vice president of operations.

Mr. BALLANTYNE

* * *

Mr. Ballantyne served as Philco president from 1943 until June 1948 when he became chairman of the board. A former director of the Radio Manufacturers Assn., he also was a director of the Philadelphia Chamber of Commerce.

In addition to his wife and two children, Mr. Ballantyne is survived by two sisters, Mrs. George Boisbourne and Mrs. Frank Matthew.

WJAY ON AIR

S. Carolina Outlet Starts

WJAY Mullins, S. C., which began operation June 1, was dedicated June 5 with special broadcast ceremonies. Station has 1 kw daytime on 1280 kc.

Located on U. S. Highway 76 between Mullins and Marion, S. C., WJAY was granted in September 1948 to The Mullins and Marion Broadcasting Co. Firm is equally owned by three individuals: W. H. Daniel Jr., farmer and part owner of Daniel & Nichols Warehouse, tobacco house, president; W. L. Harrison, attorney, vice president, and W. G. Smith, farmer and bookkeeper at warehouse, secretary.

B. George Barber Jr., formerly promotion manager at WCOS Columbia, S. C., is WJAY general manager. Other personnel includes: Jack Ikner, chief engineer; James Atkins, chief announcer; Bruce Petteway and Forest Ramsey, announcer-engineers; Terry Bane, announcer; H. Leon Webster and S. P. Watson, sales representatives, and Mrs. Joe C. Williams, bookkeeper-receptionist.

NEW TBS SERIES

Emcees Signed for Show

TRANSCRIPTION Broadcasting System last Monday announced the signing of Joey Adams and Tony Canzoneri as emcees for the network's 15 minute, across-the-board series *It's a Great Show*. Material for the program was recorded backstage at night clubs, theatres, premieres, etc., before the comedy team's June 13 opening at New York's Copacabana night club. Subsequently, programs will be transcribed at special locations.

It's a Great Show is one of six packages comprising nine hours of weekly programming furnished to TBS member stations.

1947 EARNINGS

Treasury Lists Radio Names

LARGEST single payment listed in the Treasury's report on earnings for 1947, released last Monday, was $857,515 paid by NBC to Fred Waring's Pennsylvanians. The report, which was not complete for the radio industry, included earnings in excess of $75,000, with bonuses and commissions.

Well known radio talent personalities who appeared in the report included Bing Crosby with $112,500; Bob Hope, $115,000, and Dorothy Lamour, $150,916.

Other payments reported for the industry included: NBC—Frank Black $105,580.18, Mary Margaret McBride $103,350, Carleton E. Morse $112,937.73, William Stern $108,023, Aturo Toscanini $102,000, Niles Trammell $90,220; ABC—Mark Woods $85,000; Don Lee Network—F. W. Pabst $140,000, J. C. Symes $129,074.69; L. G. Patee $77,882.80; Foote, Cone & Belding—Fairfax Cone and Emerson Foote each $85,000.08; Zenith Radio Corp.—H. C. Bonfig $76,905.62, E. F. McDonald Jr. and Hugh Robertson each $105,000; J. Walter Thompson Co.—Henry T. Stanton $85,100; Decca Records Inc.—Jack Kapp $99,423; General Electric Co.—Charles E. Wilson $166,750; American Telephone and Telegraph Co.—W. S. Gifford $209,750.

Listed in the top 10 salaries for 1947 were Vincent Riggio, American Tobacco Co. president, who received $484,202, and E. H. Little, president, Colgate-Palmolive-Peet Co., with $350,000. Both firms are heavy users of radio and television. Also named were B. Earl Puckett, Allied Stores Corp., $135,000; Clarence Francis of General Foods Corp. with $130,000, and Theodore G. Montague, Borden Co., $112,500.

KOOS KIDO

Get Better Facilities

INITIAL decision of Hearing Examiner Jack P. Blume reported by FCC Tuesday to grant bids of KOOS Coos Bay, Ore., and KIDO Boise, Ida., for changes in assignments.

KOOS would be granted switch from 250 w fulltime on 1230 kc to 1 kw fulltime on 630 kc while KIDO would change from 2.5 kw day, 1 kw night on 1380 kc, unlimited, to 5 kw fulltime on 630 kc. Both grants must receive site approval by Civil Aeronautics Administration.

The examiner's decision found that both proposals would give first primary service to areas and populations not presently receiving service both daytime and nighttime. There would be no mutual objectionable interference during the day between KOOS and KIDO but there would be some at night. However, the finding concluded this could be tolerated in view of the extended services.

KOOS, established in 1928, is a Mutual affiliate. KIDO is an NBC outlet and also was founded in 1928.

Miss Goold Promoted

LUCILLE GOOLD, head of fashion department of Hirshon Garfield, New York, since November, has been appointed vice president in charge of fashion advertising and merchandising.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

have you seen YOUR COPY of RADIOTIME ? OUT TODAY

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Chicago 4, Ill.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager wanted by 250 watt station in growing industrial community of 16,000 on east coast. Stable, congenial, civic minded, experienced man will be given opportunity acquire interest on highly favorable terms. Please give complete details, Box 424B, BROADCASTING.

Immediate opening— Commercial manager for south Georgia station. Top salary, must be able to sell. Must send complete information first letter, plus disc and picture and three references. Must have experience. Also, one experienced announcer with initiative. Box 488B, BROADCASTING.

Managerial positions (2)— 250 watt, network affiliate, eastern college town. Open August 1. Present manager promoted. Desire able manager, ability to announce, sell, keep costs at minimum. Also, manager for FM (transitcasting) station. Large metropolitan market. References. Box 496B, BROADCASTING.

Managing executive for local community station, wealthiest market in east offers opportunity trained young radio executive experienced developing high type programs, also sales and operations, to take full charge with salary and bonus. Box 497B, BROADCASTING.

Salesman

Wanted—Salesman. South Georgia station wants progressive salesman. Small market, but good opportunity. Good salary for man who can produce. All inquiries answered. Box 469B, BROADCASTING.

Permanent sales position open for time salesman independent metropolitan New York City station. Must be experienced; agency following, preferably with knowledge of foreign language market. Give all details in first letter, Box 472B, BROADCASTING.

Wanted—Progressive, industrious salesman and sales manager, for new progressive midwestern 5,000 watt independent station, in half-million market. High percentage paid. Must be hustler. Box 478B BROADCASTING.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Experienced time salesman for established station metropolitan market regional network affiliate. Unlimited ceiling but don't apply unless you have sales experience. We don't need announcers, promotion men or executives, but if you can sell you can make money. Box 530B, BROADCASTING.

Announcers

Morning man. With personality, to put on a distinctive morning show. Preference given to applicant now successfully doing similar program. Detail previous experience, salaries earned and expected and attach snapshot. Box 413B, BROADCASTING.

Wanted—Immediately, combination announcer-engineer. Experience not too important, but good voice and good grammar is. Box 470B, BROADCASTING.

Announcer-operator, first class. Experienced. Montana station. Top wages. Permanent. Airmail Box 471B, BROADCASTING.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Wanted—Thoroughly experienced announcer for news, commercial record shows. Can use continuity writer, but only experienced people. Station WBUY, Lexington, N. C.

Help Wanted (Cont'd)

"What's strange about twenty-two replies from a classified ad in BROADCASTING? BROADCASTING never missed yet." Ben B. Sanders, Manager, KICD Spencer, Iowa.

Technical

Wanted — Combination operator-announcer. Heavy on the announcing. Hi altitude, ideal year-round climate. KSUN, Bisbee, Arizona.

Mutual affiliate seeking a GI trainee as transmitter operator. No announcing. Must have FCC license but need not have experience. William T. Kemp, KVER, Albuquerque, New Mexico.

Wanted—Transmitter engineer for 5 kw AM station. Must have car. Please state background and salary expected in first letter. WGAC, Augusta, Georgia.

Engineer—First class license, prefer control room experience. Car desirable. Send qualifications to Chief Engineer, WIBX, Utica, N.Y.

Production-Programming, others

News Director. Must be network calibre newscaster, experienced in local reporting, and rewriting wire copy, with ability to direct department. Proven record in similar capacity with large city station necessary. Give previous experience and salaries. Box 412B, BROADCASTING.

Situations Wanted

Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Manager—Well grounded radio man with 8 years experience in all phases, wants sound propostion. Have knowhow to make a station pay off. College graduate with top references. Presently employed as manager. Box 384B, BROADCASTING.

Commercial manager—8 years experience in all phases of radio. Have ability to make money for a station. Consider only sound proposition. College graduate. Best of references. Box 385B, BROADCASTING.

Sales manager-salesman, excellent sales record wants permanent position with progressive station. Sober, dependable, family man, college grad. Box 392B, BROADCASTING.

Manager—Excellent sales background. Understands successful, profitable station operation. Desires position as manager or sales manager. Salary open. Box 393B, BROADCASTING.

Hit new sales records! General manager who can guarantee it is available. Box 473B, BROADCASTING.

Vicissitudes! Vicissitudes! Vicissitudes! Was to have been GM for newspaper-owned independent now voting to return CP before construction. Will be interested now in national, regional or high level local sales, GM for top market low power, net or indie, or top executive chair with high power operation. Ability a matter of record. If potential on commission basis can't top $10,000 let's not waste each others time. Background applicable to TV (ie: motion picture experience), might be interested in the right proposition, major market only. Prefer midwest or west, go anywhere, you pay the postage. Box 464B, BROADCASTING.

Business can be better than ever now! Let me prove it to you as your general manager. Box 474B, BROADCASTING.

Sell time with publicity-promotion-special events director who knows how to utilize these factors to make your station all-round leader in its market. Box 475B, BROADCASTING.

Situations Wanted (Cont'd)

Manager, small market station. 5 years sales manager, 3 years program director, age 35, family. All correspondence promptly answered. Write Box 418B, BROADCASTING.

Manager—Completely qualified station and commercial manager desires advancement. Have had excellent success in small station in highly competitive market. Will arrange interview. Box 486B, BROADCASTING.

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

General manager, commercial manager or both. No hotshot, no miracle man. Just good solid business executive, strong on sales, thorough knowledge of programming and public relations. 15 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best of references. Write Box 515B, BROADCASTING.

Announcer, 21, single. Experienced. News, disc jockey, ad-lib, commercials, control board. Interested in securing position with northeastern station. Good voice. Box 500B, BROADCASTING.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St., Kansas City, Missouri. Harrison 0473.

Salesmen

Young man with eight years thorough experience desires a position as salesman. Can double on announcing. Full particulars and disc available. Available immediatey. Box 526B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a. BROADCASTING.

Staff announcer — Graduate leading radio school, Radio City. College, music background. Can write, will travel. Disc available. Box 434B, BROADCASTING.

Topflight announcer with television experience. Currently employed in New York, seeks large network affiliation. Box 346B, BROADCASTING.

Do you want a top sports director? I am presently employed but want a larger market with possible TV future. 13 years sports background. Top play-by-play and recreation. Baseball, football, basketball, racing, boxing. Present baseball commitment makes me unavailable until September 10th. Box 373B, BROADCASTING.

Versatile announcer specializing in sports, desires position in area east of Chicago. Family man seeking security with future. Almost three years experience including one year in Baltimore, where I am presently employed as staff announcer and sports director. Box 460B, BROADCASTING.

Experienced announcer, newscaster; have terrific early morning mail pull disc jockey show. Prefer west. Available immediately. Box 465B, BROADCASTING.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Box 466B, BROADCASTING.

Announcer—Staff. Single, young, versatile. Play-by-play, Class A Eastern League experience. Top references. Disc available. Box 467B, BROADCASTING.

Announcer, experienced, news disc shows, etc. Can do play-by-play baseball. Want immediate change. Prefer midwest. Married vet, presently employed. Best references. Box 468B, BROADCASTING.

Announcer—21—married—will travel, hard worker best references, disc available. Box 476B, BROADCASTING.

Morning man, witty, friendly, dependable. 8 year proven record. First class ticket combination man. Married. Employed. Looking for permanent position $80. Box 477B, BROADCASTING.

Announcer—Experienced all phases, married vet. 25, available immediately. Box 479B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Experienced, married man desires steady position with progressive organization in northeast. Available immediately. Box 489B, BROADCASTING.

Announcer—Seeks afternoon or night shift with college town station. Two years of college, wants to complete degree. One year experience with all types of programs, writing, and producing. References. Travel anywhere. Box 490B, BROADCASTING.

Announcer, young, some experience schooling, versatile, wants to work hard and settle down. Box 493B, BROADCASTING.

Announcer—copywriter position desired by radio school graduate. East. Box 494B, BROADCASTING.

Announcer—Vet, 22. Radio school graduate, pleasing voice. Knowledge of console, highly enthusiastic. Tape recording available. Box 498B, BROADCASTING.

Well known, top calibre midwest announcer-writer, 7 years experience all phases. Considering moving family west or southwest. Large, reputable outfits only consideration. Box 499B, BROADCASTING.

General announcer, experienced. News, commercials, disc jockey, ad-lib, control board. Good voice. Box 501B, BROADCASTING.

Sports announcer wants right job. 3½ years experience. Play-by-play. Both network & local experience. Married. Dependable. Good references. College education. Presently employed. Box 503B, BROADCASTING.

Announcer—Two yrs. exp. desires on-job training writing sales. All-round knowhow in AM or TV operation. Box 504B, BROADCASTING.

Lot-on-the-ball announcer, complete training radio and television; youthful, ambitious, will go anywhere. Minimum $45. Box 505B, BROADCASTING.

Announcer, four years experience. Versatile, operate console. Will travel. Box 506B, BROADCASTING.

Announcer—Two years college, single, age 21. Good voice, best training, operate console. Want initial break to get needed experience. Box 512B, BROADCASTING.

Excellent morning man or 50 kw staff announcer—8 years experience announcing and programming. Also capable salesman. Veteran, 28, college graduate, excellent record, excellent references. Trained for television. Desire change to greater opportunities before or shortly after January 1, 1950. Box 519B, BROADCASTING.

Announcer—College graduate, experienced in all types of announcing including play-by-play broadcast. 24, married, willing to travel. Box 521B, BROADCASTING.

Graduate School of Radio Technique. All phases of broadcasting. Strong on news, commercials, DJs. Some copywriting. Travel anywhere. Disc and photo available. Box 522B, BROADCASTING.

Recent graduate of School of Radio Technique, Radio City, New York. Received practical training in announcing, reading of all types of commercial copy. Good voice, strong on sports. Box 523B, BROADCASTING.

Due to a change in management, an announcer with eight years experience is now seeking empoyment elsewhere. News work desirable. Have been employed by three of the better stations. Full particulars and disc available on request. Box 527B, BROADCASTING.

Available immediately — Staff announcer, 4 years, news, sportcast, music, DJ, console, copy. Disc, photo, references request. Box 528B, BROADCASTING.

Announcer — Young, single, mature voice—will travel, 3 years experience. Available now. Box 529B, BROADCASTING.

Announcer—Married, 28, desires permanent position, pleasing voice, reliable all-round man. c/o O. Berner, 4325 N. Springfield Ave. Chicago, Ill.

Newscaster—Graduate School Radio Technique-DJ and commercial disc on request. Will travel. Edward Egan, Oregon, Wisconsin.

Announcer—Presently employed. Desires advancement with large northern or midwest station. Box 481B, BROADCASTING.

Newscaster - announcer - copywriter - salesman, experience 10 years, desires position. Excellent references. Reliable, never fired. Married, two children, age 32. Has car. Box 485B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — Experienced, capable newscaster, disc jockey, handles board. Desires position with progressive station. All offers considered. William Hunt, 2715 Division St., Chicago, Ill.

Staff announcer, year experience all phases, will travel. Norman Morris, 429 Woodbine Ave., Philadelphia, Pa. Greenwood 3-4440.

Experienced announcer available for your staff. Single, best of references, photo and disc on request. Write Robert J. Nelson, 3224 East 24th St., Minneapolis 6, Minn.

Announcer, experienced all phases, married, vet, 25, available immediately. Box 531B, BROADCASTING.

Announcer, 2 years experience, now employed. Desire change in location, married, reference, operate board. Disc on request. Box 532B, BROADCASTING.

College grad, 22, veteran, ambitious. 1A in radio, interested in radio acting announcing. Herman Spector, 318 Newport St. Bkln., N. Y.

Alert, aggressive announcer will go anywhere for minimum wage and minimum advancement prospect. Extensive classical music background. Disc jockey, newscasting, continuity ability. Single, available immediately. Disc on request. Art Slavin, 79 Columbia St., Bridgeport, Conn.

Technical

New Yorker—Seeking position as engineer within 300 mile radius of New York City. Experienced, intelligent, ambitious, cooperative with a pleasing personality. Good technical background. Will accept combination job. Am presently employed as a combination man. Box 379B, BROADCASTING.

Engineer—Eight years experience, majority at kilowatt. Chief of local at present. Interested in any secure position with good working conditions. Box 419B BROADCASTING.

First class radio telephone license, willing to travel. No experience, vet. Box 431B, BROADCASTING.

Grad of RCA. Will go anywhere, available immediately, 1 year experience. Box 432B, BROADCASTING.

Holder of FCC 2nd class phone. Graduate of ARI. Wishes position with small station. Box 436B, BROADCASTING.

Engineer or chief engineer requests employment, 11 years all phases of radio. Week notice required. Installation, 29, family man. References. Box 462B, BROADCASTING.

Attention north-eastern stations! Engineer wants to work above Mason-Dixon line 1½ years experience, all phases broadcasting, including AM and FM installation. Graduate RCA general course. Married, have car. Box 484B, BROADCASTING.

Transmitter operator—Two years experience 250 watts, AM or FM. Box 492B, BROADCASTING.

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desire position in midwest. Available immediately. Box 402B, BROADCASTING.

Operator, veteran, first class license with 2 years experience plus brief combination work. Definitely not a floater, prefer small progressive station. Address Box 508B, BROADCASTING.

Experienced engineer—First class license, EE Degree (communications major.) Vet, 3½ years radio and radar maintenance experience. Can qualify as chief. Prefer Indiana or surrounding states. Box 509B, BROADCASTING.

Ambitious, young man desires position with future. One year experience transmitter, console, remotes and recordings. Have car, am single, 24. Don't drink or smoke. 1st phone. Prefer middlewest. Box 510B, BROADCASTING.

First class radio telephone license, desires broadcast work. Experienced production and test maintenance. Now employed. Box 511B, BROADCASTING.

Radio engineer, employed Washington consulting firm field engineer wishes employment at position not requiring continual travelling. Experienced in high power radio station operation and full range of consultation work from initial investigation through directional antenna design and final directional antenna adjustment and proof of performance. Capable complete station layout and installation including design and construction directional equipment. Interested in position as chief engineer or director of engineering group of stations in west. Box 513B, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—22, single, first phone and second telegraph. Transmitter experience 250 w. Available immediately. Box 517B, BROADCASTING.

First phone, single, vet, age 22. Desires employment as transmitter engineer. Any location. Box 524B, BROADCASTING.

Engineer, announcer, program director. 9 years experience in all phases of radio. Family man wants permanent position with established station. Good record, references, now employed. Prefer west. Write Box 525B, BROADCASTING.

First phone, first telegraph, 3 years telegrapn ex. Prefer north middlewest. 25, single, combination acceptable. W. M. Dahlberg, Lot 141, 3600 Sheffield Ave., Hammond, Indiana.

Engineer, first phone, experienced transmitter and control room, age 23, single, veteran. Available immediately. James Ellzey, Rt. 4, Tylertown, Miss.

Transmitter technician, 15 months experience. Graduate 2 technical schools. Go anywhere. Prefer near engineering school. Amateur. Harry T. Hubbart, 1913 South 10½ Street, Springfield, Illinois.

Available immediately. Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Losing money? Experienced specialty time-sales organization available for worthwhile percentage deal. Box 981a, BROADCASTING.

Program director, experience. Desires job in North Carolina or Virginia. Box 457B, BROADCASTING.

Experienced combination man desires employment where housing available. Presently employed combination chief engineer-announcer small station at $300.00. Box 398B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent sports background. Will travel. Box 354B, BROADCASTING.

Experienced continuity writer servicing by mail. Institutional copy a specialty. Box 403B, BROADCASTING.

Experienced continuity writer, excellent references, modest requirements, wants progressive station. Box 411B, BROADCASTING.

Continuity writer. Personable young lady. Strong selling copy. Program and promotion minded. Over five years radio experience, including 1½ years major network affiliate as assistant program director. College graduate. Box 455B, BROADCASTING.

Program director-salesman can place additional business on small station immediately. Excellent reason for leaving present job. Please write for personal interview. Box 458B, BROADCASTING.

Since your best friends won't tell you about me—I will! I'm a gal with a past in radio and a future in radio-TV. Half a dozen years writing and producing in local and metropolitan radio Am willing to make a change. Box 461B, BROADCASTING.

Assistant program director. Young woman. 5 years radio experience including 1½ years major network affiliate. Strong on all phases continuity writing, promotion, publicity. Box 456B, BROADCASTING.

All I can say is if I am hired as program director I will do my best for you and your station. Box 459B, BROADCASTING.

Aggressive program director-announcer, B. S. Degree radio; 4½ years all-round experience. Employed family man wanting position with secure future. Programs sell, gain and retain listeners; efficiency, economy, cooperation guaranteed. Make station integral part of community. Specialize in production. Top selling voice, news and sports background, operate board. Starting salary $70. Box 463B, BROADCASTING.

Experienced continuity writer wants all types of commercial and script assignments by mail. Rates on request. Box 516B, BROADCASTING.

Continuity, script writer and radio announcer. Will travel. Irving Yormark, 3206 W. Ainslie, Chicago 25, Illinois.

Situations Wanted (Cont'd)

Newscaster, reporter and re-writeman with two years radio and metropolitan newspaper experience wants local radio news bureau spot. Single, can travel. Write or phone: Mort Ross, WJTN, Jamestown, N. Y.

Television

Managerial

General manager-program director experienced all TV aspects plus AM background. Box 397B, BROADCASTING.

Production-Programming, others

TV director available. Young and ambitious. Brought up in show business. Four years network commercial AM experience. TV work for the last year. So will consider combination job. Best of refreences. Now in New York but can go anywhere. Complete resume on request. Box 502B, BROADCASTING.

For Sale

Stations

1000 watt, fulltime regional station, value $100,000.00. Will trade for middlewest or western farm or property. Box 316B, BROADCASTING.

Highly profitable daytime one kilowatt station in large midwestern market. Sale must be consummated soon due to health reasons. Station highly accepted by advertisers and listeners. $125,000. Box 381B, BROADCASTING.

Daytime kilowatt AM and three kilowatt FM independent station in highly diversified industrial and agricultural market in midwest. Only station in city area population of 75,000. Fine schools and colleges. Best equipment. Going business and attractive potential for resident management. This is not a distress property. Best reasons for selling. Price $100,000. Address Box 465B, BROADCASTING.

Florida daytime station in metropolitan market with exceptional coverage on good regional frequency. Power increase and fulltime indicated. $47,000. Box 482B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

For Sale—RCA 69-A distortion analyzer and C-B type 79-C audio oscillator. Excellent condition. Both $375.00. Box 480B, BROADCASTING.

For Sale—1 250 watt GE FM transmitter, BT-1-A, model 4BT-1-A-1 priced for quick sale. Address Box 491B, BROADCASTING.

One Gates 78-CO limiting amplifier. A very good buy at $165.00 COD. Box 495B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to place your FM antenna on top of the present tower installation. We can offer you a practically new isocoupler at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Tex.

Consolette, RCA 76-B including power supply and full set tubes $550.00 F.O.B. Radio Station KDRO, Sedalia, Missouri. In use until this June 1st when replaced for AM, FM.

RCA 96AX limiting amplifier complete with power supply and tubes, looks and operates like new, $175. Presto 87B recording amplifier in case with speaker and tubes, very good condition, less than half price $135. WBBQ, Augusta, Ga.

Free 120' Riverside guyed tubular steel insulated tower—you dismantle. For details Sam Weller, WJOB, Hammond, Indiana.

For Sale—Complete, practically new equipment, for 250 watt station, including RCA transmitter, Wincharger tower, Gates console, etc. Address Paul Hunter, WLBF, Leesburg, Florida.

Wanted to Buy

General Electric BT-1-A 250 watt FM transmitter with tubes. Give date purchased, usage, lowest cash price. Box 518B, BROADCASTING.

Interested in purchasing 1-5 kw transmitter and all accessory transmitter equipment necessary for operations. Prospective owner intends to dismantle and ship abroad. Box 520B, BROADCASTING.

Miscellaneous

Unusual circumstances offer opening for reliable, experienced commercial manager, to acquire interest on highly favorable terms, in solvent 250 watt station with bright future in growing industrial community of 16,000 on east coast. Reply fully, in confidence. Box 425B, BROADCASTING.

Employment Service

Mr. Manager, wondering how to fill that opening? The person you need probably is one of the 500 registered here. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesman

Broadcast Equipment Sales Engineer

Leading manufacturer has opening for qualified broadcast equipment sales representative to headquarter in established divisional office in Dayton, Ohio. Territory includes Ohio and adjacent states.

Attractive proposition with good future for experienced man with past record successful sales work in broadcast equipment.

All replies will be held in confidence. Write Box 514B, BROADCASTING.

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!

Send for free Booklet B.

Approved for G.I. Training in New York and Chicago Branches.

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

Equipment

FOR SALE—Westinghouse (FM-3) 3 KW transmitter used 5300 hours; General Electric FM monitor; Western Electric 54-A 8-Bay Cloverleaf antenna, never used; REL Model 648 FM broadcast technical purpose receiver (44-50) (88-108 mc), never used; Millen secondary frequency standard type 9051 with frequency multiplier; 220 ft. 1⅝" coaxial transmission line; 6 90° Ells for transmission line.

Contact Radio Station KFAB, Lincoln, Nebraska

(Continued on next page)

For Sale (Cont'd)

EXCELLENT

WESTERN ELECTRIC 100-250 WATT TRANSMITTER FOR SALE

Model 20-A complete and set to go on 1230 kc. Very stable; always maintained in perfect condition. Circuit design extremely efficient for sustained 250 watt operation. Will sacrifice. Also for sale RCA 66-A Modulation Monitor, Doolittle FD-1-A Freq. Mon. and various RCA amplifiers and pre-amplifiers.

CONTACT

Chief Engineer, Radio Station WIL

St Louis 8, Mo.

ALL EQUIPMENT FOR COMPLETE STATION

5 KW composite transmitter in good operating condition, 7 years old. Control desk, phasing equipment for two tower antenna system—studio equipment, frequency and modulation monitor, one 215 ft. tower. Priced for immediate sale as complete package or separately. Write or wire KFRE, Fresno, California.

Station

New England daytime station. Whole or part. Only station in good industrial city. Excellent potential. All inquiries confidential.

BOX 448B, BROADCASTING

Situations Wanted

Managerial

WILL TRADE—

successful twenty-two year career for right opportunity with stable, progressive organization. Fully experienced as program director, asst.-manager, general manager 5 kw network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Taishoff or Maury Long at BROADCASTING or write

BOX 533B, BROADCASTING

New Business

(Continued from page 18)

DuMONT DEALERS of AMERICA, in conjunction with Receiver Sales Division, **ALLEN B. DuMONT Labs,** New York, renews *Morey Amsterdam Show* (Thursday, 9-9:30 p.m.) for an additional 13 weeks over DuMont TV network. Agency: Buchanan & Co., New York.

MILES LABORATORIES Inc., Los Angeles (Alka Seltzer, 1-A-Day Brand Vitamins), today (June 20) renews sponsorship for third consecutive year of *Fred Beck* on 12 CBS Western stations, in California, Oregon and Washington. Contract for 52 weeks. Agency: Wade Adv., Los Angeles.

BIGELOW-SANFORD CARPET Co., New York, through Young & Rubicam, New York renews its television program *The Bigelow Show,* currently aired Thursday 9:30-10 p.m. on NBC-TV, effective Oct. 1. Time and network for fall season not yet definitely designated.

Adpeople • • •

H. W. BENNETT appointed advertising manager of John F. Jelke Co., Chicago (Good Luck margarine), subsidiary of Lever Bros. He formerly was director of advertising and sales promotion for Honel Corp. of Bronxville, N. Y., industrial development firm.

GEORGE F. SWARTZ, sales promotion manager of Textron Inc., New York, since 1945, appointed advertising manager.

AT FORMAL opening of new KWK St. Louis studios and offices covering 52,000 square feet in Globe-Democrat Tower Bldg. last Thursday evening, Robert T. Convey (r), KWK president, received keys to studios-offices from James C. Burkham, secretary-director of Globe-Democrat, St. Louis morning newspaper. As feature of opening, KWK entertained 1,000 clients, local agency people, businessmen and local and state dignitaries at 5-9 p.m. cocktail party and buffet dinner.

MD'S ON KRNO

Medical Society Buys Show

SAN BERNARDINO County Medical Society has signed with KRNO San Bernardino, Calif., to sponsor a series of 26 weekly programs titled *Doctor's Orders,* James W. Gerrard, president of KRNO, has announced. Contract marks the first time in the history of the area that the society has used radio or newspaper publicity, according to Mr. Gerrard.

An extensive newspaper advertising campaign also is being used by the society to promote the KRNO show. *Doctor's Orders,* a transcribed package, is produced by Radio Providence, Providence, R. I.

Format for the series is built around discussions and dramatizations of health problems. Of particular value for medical society publicity campaigns is the cut-in feature of the show. A different local doctor is interviewed "live" each week as the guest doctor. Script service for this live portion also is provided in the *Doctor's Orders* package.

BCA SHIFT

Sales Offices Are Moved

BROADCASTING Corp. of America, with home offices in Riverside, Calif., has announced that it is transferring to San Bernardino its national sales and network sales offices. The offices will be in the BCA Network Bldg., and Gene Williams, vice president and national sales director of the corporation, is being transferred there from Riverside.

Simultaneously BCA announced that the name of the California Rural Network, which it operates in conjunction with five southern California stations (KPRO Riverside, KREO Indio and Palm Springs, KROP Brawley and El Centro, KUCB Blythe and FM station KROP Riverside), has been changed to The Broadcasting Corp. of America's Rural Network.

Construction of new studios is planned on the second floor of the BCA building in San Bernardino, BCA announced. A daily schedule of network programs will originate from the San Bernardino studios, the announcement said.

Storecast Signs

TOTAL of 124 new supermarkets in Pittsburgh have subscribed to the Storecast System, Storecast Corp. of America announced last week. The markets include the Thorofare, Giant Eagle and Sparkle chains in that city. Broadcasts are carried by WKJF-FM Pittsburgh to homes as well as to fixed-frequency receivers in the supermarkets. Richard J. Cook is in charge of the operation in the Pittsburgh area.

OUSTANDING 4-H county groups in Indiana will be awarded plaques with gold, silver or bronze plates by *Prairie Farmer,* WLS Chicago, for the fifth consecutive year June 23 at Purdue U.

EVANS CASE CO.

Buys on 11 CBS Stations

FIRST hookup of CBS stations in New England for a commercial series, outside of the war-time *Wrigley Caravan,* will take place this week when the Evans Case Co. of North Attleboro, Mass., begins sponsorship of *Carl Moore's Showcase,* Saturday, 8:30-9 p.m., on the 11 Columbia outlets in the area.

Deal marks the entrance of Evans, manufacturer of cigarette lighters, handbags and fitted traveling cases, into commercial radio. The company has been prominent hitherto in giveaways on both a national and local scale. Successful results from the giveaways are understood to have led to the company's purchase of air time.

Show, a weekly musical variety with a contest to select the best amateur talent in the area, will be aired the first three weeks from the stage of Boston's Keith Memorial Theatre and will be fed to the other stations by WEEI Boston. Thereafter, WEEI will be the originating station on alternate weeks, with the program traveling to Providence, Worcester, Portland, Springfield and Hartford on the other dates and originating from theatres in those cities.

Series will feature WEEI's Carl Moore as host; Gloria Carroll, songstress; Salvy Cavicchio, xylophonist; a male quartet; and Frank Bell's orchestra. Contract is for 13 weeks and was placed through Don Horter & Co., Boston.

In announcing the Evans sale, Wilbur S. Edwards, assistant manager of WEEI, disclosed that the company has also purchased the station's *Top O' the Morning* show Tuesday, Thursday, and Saturday, 7-7:15 a.m., for 13 weeks. Still another newcomer to radio, The Davis Fish Co., 80-year-old Boston firm which has always used magazine and newspaper advertising, also has contracted with WEEI for three spots per week for 52-weeks.

MAJOR MARKET REGIONAL STATION

Here is one of the outstanding opportunities in radio today for an individual or small group capable of operating a major market facility. With a down payment of $25,000.00 we can arrange financing that will deliver 100% of the stock in a valuable independent station located in a top southern market. Present investment exceeds $100,000.00; including very valuable real estate. Business increasing and profit possibilities are excellent.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Allied Arts

KARL J. LAMBERTZ, formerly general manager of KFSA Fort Smith, Ark., has been elected executive vice president and general manager of Business Music Inc., Dallas, distributor of Music by Muzak in Dallas and Forth Worth. He has purchased interest in company.

CLYDE B. MELVILLE, manager of Taylor-Borroff Inc., Dallas office, has been elected president of local Muzak organization, but in non-active capacity.

MUSIC CORP. OF AMERICA has been named exclusive representative of CM-TV giveaway package created by TED MATERNA-NELLENE SMITH of American Television Institute staff in Chicago. Plans are to feature a West Coast "name-band."

JAMES R. WESCOTT, former promotion director and circulation manager of now defunct Philadelphia *Public Ledger* and *Evening Ledger*, has been appointed advertising sales manager for *TV Digest*, same city.

RADIO RELEASE Assoc., New York copy checking and writing service, has expanded to include personal program-analysis bureau to be headed by JOHN NEWHOUSE, MBS producer and program supervisor, and dean of radio and senior instructor at New York's School of Radio Technique.

JOHN BRYAN LEWELLEN, vice president of Louis G. Cowan Inc., New York, and program director of *Quiz Kids*, *RFD America* and *The Pet Shop* on NBC, is author of *You and Atomic Energy*, a children's book published by Children's Press. His technical advisor was Dr. Glenn T. Seaborg, co-discoverer of plutonium and member of U. S. Atomic Energy Commission advisory board.

JULIAN SEAMAN, author and former music critic for New York *Mirror* and *Tue* magazine, has been appointed special assistant to RICHARD W. HUBBELL of Richard W. Hubbell & Assoc., New York television management consultant.

WALTER KING, director of radio and television of American Cancer Society, and his wife, former promotion writer at CBS, are the parents of a girl, Diane.

NAT DONATO, eastern manager of C. P. MacGregor (recording studios), and Jean Mary Pippa have announced their marriage.

Equipment

VICTOR J. ANDREW, chairman of board of Andrew Corp., Chicago, has received honorary degree of Doctor of Science from College of Wooster, Wooster, Ohio. Dr. Andrew was graduated from the college in 1926.

GEORGE L. DOWNS has been placed in charge of transformer operation of Raytheon Mfg. Co., Waltham, Mass.

Pulse Adds D. C.

EXTENSION of its surveys to cover Washington, D. C., was announced last week by The Pulse Inc., New York. Coverage of the capital, to begin in July, will be shown in bi-monthly reports, the first of which will cover July-August.

MACK SWITZER (l), director of public service at KLZ Denver, accepts fourth citation station has won in national and local competition for its informative program on heart disease, *Knave of Hearts*. Making presentation is James Sanbourne, representing Advertising Club of Denver, which cited *Knave of Hearts* for its "contribution to public service." Other citations won by KLZ for the program were from the duPont Foundation, City College of New York and the American Exhibition of Educational Radio Programs.

INDIANA U. MEET

On Radio in Education

BROADCASTERS, instructors, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

Emphasis will be on planning and production of public service programs, George C. Johnson, the university's educational radio program director, announced. Commercial and educational radio specialists will supervise discussions. Arch Oboler, radio writer, will be one of the speakers.

The U. S. Office of Education will send radio representatives to the conference, Mr. Johnson said. An exhibit of the latest audio equipment is planned.

STACKBIN CORP.

Record Racks Now Available

STACKBIN Corp., Pawtucket, R.I., has announced the availability of its large capacity storage racks for phonograph records. Designed for use by station record libraries and record dealers, the racks were not manufactured during the war or a period following, but the steady rise in record popularity has greatly increased the demand for the product, Stackbin states.

The units are 87 inches high and 36 inches wide and accommodate single records or albums. Standard styles are designed for either 2,400 12-inch records or 2,800 10-inch records. Stackbin also manufactures a unit for storing the new 7-inch long playing records. All units are of heavy-duty welded steel and finished in baked gray enamel. Request for further information should be addressed to Stackbin Corp., 1111 Main St., Pawtucket, R. I. Agency for Stackbin is Horton-Noyes Co., Providence.

'SOUND RECORDING'

Detailed Coverage Offered

ELEMENTS OF SOUND RECORDING. By Dr. John G. Frayne and Dr. Halley Wolfe. New York: John Wiley & Sons Inc. 686 pp. $8.50

DETAILED coverage of those subjects which belong to the restricted field of sound recording and reproducing and which are not discussed in books devoted to such allied fields of electronics, radio engineering, etc., is capably handled by Drs. Frayne and Wolfe. But following the thought that those interested in studying sound recording have widely different kinds of training and experience, some closely related subjects such as electrochemical analogies, acoustics, vacuum tubes and audio amplifiers are discussed briefly.

For added clarity, numerical examples are used in a number of instances to illustrate the use of design formulas. Complex mathematical analysis is limited to those subjects in which it is desirable for a basic understanding of the point under consideration.

Elements of Sound Recording covers topics from the nature of sound to stereophonic recording. The book is illustrated throughout with more than 480 cuts.

EMPORIUM (PA.) IRE

To Hold Aug. 19-20 Meet

INSTITUTE of Radio Engineers, Emporium (Pa.) section, will hold its tenth annual summer seminar Aug. 19 and 20, in that city's high school auditorium.

Roger W. Slinkman of Sylvania Electric Products Inc., chairman of the Emporium section, said that speakers will include engineers from RCA, DuMont Labs and Stromberg Carlson Co., who will speak on technical phases of communications, including television deflection, orthicon camera chains and video receiver design.

Following Saturday morning's sessions, the seminar committee will sponsor a picnic to which the public will be invited. George Brunner, of Sylvania, is seminar committee chairman.

Technical

RALPH L. KETTERER, former transmitter supervisor of WPGH Pittsburgh, has been appointed chief engineer. FRANK P. DOMETROVICH has joined station as transmitter supervisor.

EUGENE F. JENKINS and ROBERT O. SPEARS have joined engineering department of WOAI-TV San Antonio, which expects to be on air by late fall. Mr. Jenkins was formerly with Crosley Broadcasting Corp. in Cincinnati, and Mr. Spears has just completed two and one half years of study at American Television Institute of Technology, Chicago, after three years as radar maintenance man in U. S. Signal Corps.

MARTIN ENGHAUSER, formerly technician at Klensch Radio Service, Queens Village, N. Y., has joined WHIL Hempstead, L. I., N. Y., engineering department.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, announces first commercial application of its new "Symmetron" high-frequency, high power amplifier. It is available either as complete 50 kw FM transmitter, or amplifier to convert existing 10 kw FM transmitters to 50 kw operation.

OTIS FREEMAN, assistant chief engineer at WPIX (TV) New York, and LOUIS CLIMENT, WPIX maintenance supervisor, are instructors in summer course on "Operation and Maintenance of Television Equipment" being offered by New York U. in cooperation with WPIX.

DOUG JOHNSON has been appointed to engineering staff of CBH Halifax.

MAX ANDERSON, station engineer at WBAP Fort Worth, and MARY ELIZABETH SCOTT, station's transcription librarian, have announced plans to be married.

SUNOCO 3-STAR EXTRA, aired over NBC, 6:45 p.m., will retain its present format during summer months with Ray Henle, editor in chief, Felix Morely, foreign affairs editor, and Ned Brooks, national affairs editor, taking vacations in relays.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Promotion

PACKAGED neatly in small boxes, new golf balls have been distributed to the industry by WBBB-FM Burlington, N. C. Box is printed with such slogans as: "FM Is the Hole in One of Radio"; "WBBB-FM Gives You a Slice of Better Listening!"; "You Keep Out of the Static Traps by Tuning to WBBB-FM"; "You Really Drive Your Message Home on WBBB-FM."

Key to Success

SHACKLED in leg irons was Buddy Barnick, contestant on NBC's *Truth or Consequences* who had to wade through 35,000 keys to find the ones that would release him from chains and then back through the keys to find the one that would fit the Nash car *Truth or Consequences* promised him. With key number 4,572, Mr. Barnick hobbled to KSTP Minneapolis studios, presented it to Randy Merriman on KSTP's *Fun For Your Money* program, who obliged by removing the locks. Mr. Barnick went through series of trials and tribulations from finding his car was a 1918 Nash to discovering the chauffeur that came with the 1949 Nash, which he finally obtained, could speak only French, to having his leg irons "accidently" left on again when he posed for a picture, and finally wading through thousands of keys again when *Truth or Consequences* told him they would mail him the key to release.

What They'll Say

TICKETS to WFAA Dallas' *Early Birds* breakfast-time show are being distributed to people who want to attend studio broadcast. Post-card size, the tickets (complimentary) contain blanks for visitors to fill out, with name, age, hometown, etc., and a line which reads, "If I get to talk on WFAA, I won't say 'Hello' on the air, but I will say:—." Attached is detachable postcard with photo-cartoons of *Early Birds* cast, which visitors can keep or studio will mail free to address given. Posters, 9 by 12 inches, reproducing picture card, are being placed in 750 drugstores throughout Texas by Red Arrow Labs. Inc., Dallas, which began sponsorship of three quarter-hour segments weekly of *Early Birds* on June 4. Customers of drugstores are invited to obtain tickets to broadcast for use when they're in Dallas.

'Old Maids' Day'

THERE'S Mother's Day, Father's Day, Children's Day, and every other kind of day, but J. Arthur Lazell, WNAR Norristown, Pa., newscaster, has distinction of being "co-founder" of Old Maids Day. Several weeks ago two women walked into WNAR's studios and asked for help in publicizing Old Maids Day (June 4). Mr. Lazell helped them. It was celebrated with a banquet in Norristown at which he was invited to read special poem written by an Indianapolis spinster for the occasion. United Press radio bureau in Philadelphia did two features on the "Day," one about Marion Richards of Jeffersonville, Pa., actual founder of new event. One of objects of anniversary is to encourage spinisters everywhere to celebrate June 4 as their day.

TV Investment Safe

TO RE-ASSURE present and prospective TV set owners in its area that their television investment is safe, KSD-TV St. Louis distributed prints of an editorial, "TV Timetable (Technicolor, Too)," which appeared in BROADCASTING, May 30. The editorial also was reprinted on radio page of St. Louis *Post-Dispatch*, owner of KSD-TV.

Deluge for '50

OPENING 1950 reservations for her *Fifty Club* program with one announcement and conducting a "Riddle Dee Dee" contest on *Morning Matinee* program over WLW Cincinnati, "femcee" Ruth Lyons was deluged with 1,766 contest entries in a week and 1,925 requests for reservations in two days. *Fifty Club*, aired five days weekly from Hotel Gibson, seats 50 women each broadcast who have made reservations. Entire 1949 broadcast was sold out in two days, and block reservations among requests for 1950 show covers schedule for next year. Entrants in riddle contest tell why they like the program, *Morning Matinee*, and winning letters are followed by calls to listeners. A car, fur coat, television set, silver and other prizes are offered to listener who solves the riddle.

General Clay's Homecoming

WHEN Gen. Lucius Clay arrived in his home town of Marietta, Ga., WFOM Marietta "was there." Station carried reception at airport, the general's speech, and was only station to cover barbecue that followed. WFOM interviewed Gen. Clay's staff who were with him, and many prominent Georgians who participated in event.

Promotion for 'Tulsa'

CONTEST requesting contestants to choose the "best" of three recordings of music from motion picture "Tulsa" and tell in 20 words why it was their choice, sparked KAYX Waterloo, Iowa's, promotion for picture. Station cooperated with local Paramount Theatre and Mid Continent Petroleum Co. in sponsoring contest. Winner, Mrs. Ken Bloes, received an all-expense paid trip to Tulsa for two and 99 other prizes from Waterloo merchants.

KYW's 'Radiotime'

NEW FORMAT is being used by KYW Philadelphia for its printed program schedule. It is now arranged on single page of "Radiotime," new bi-weekly publication of program schedules, with standardized symbols and identical layouts—seven columns across the page (one for each day) in chronological order. Prior to distribution of new schedule, KYW sent letters to timebuyers telling of new program schedule format and pointing up availabilities and who to contact for purchase of time.

'Knothole Gang'

FOR SECOND successive year WLOW Norfolk, Va., has organized the Norfolk Tar Knothole Gang, 3,500 boys and girls (girls were left out last year, but were included this time as result of petition signed by 200) who are admitted free to Saturday afternoon games of Norfolk Tars. Clinic is held each year for the young baseball hopefuls, with members of Tars instructing boys in playing various team positions. Weekly half-hour studio show with club members participating. is aired by Mark Scott, WLOW sports director and organizer of club. High Rock Ginger Ale Co. is sponsor of program and club this season.

Welcomes GM Train

TO WELCOME General Motors' "Train of Tomorrow" to Evansville, Ind., WJPS Evansville special events director, Verne Paule, and announcer, Glenn Webber, traveled with train from Vincennes to Evansville, wire recording description of train's interior and interviews with various train personnel and distinguished passenger-guests. Wire recording was played back on WJPS a few hours later the same evening.

Award Piece

MARKING fact that it received George Foster Peabody Radio Award for "outstanding public service by a regional station" for its *Forest Aflame* program, KNBC San Francisco has distributed mailing piece depicting medal which it received.

RADIO IDEAS

Morgan Takes Top Honors

FIRST PRIZE of $50 has been awarded Robert Morgan of WMBO Auburn, N. Y., for his *Christmas Eve in Auburn* in the National Research Bureau's fourth monthly competition on radio ideas. He received second prize in the bureau's third contest.

Four other awards, ranging from $40 to $10. were announced last week, along with 19 honorable mentions at $5 each. Other winners: second, Jack Irvine, KOOS Coos Bay, Ore., *Everybody's Ideas;* third, Edward L. Blossom, WHOL Allentown, Pa., *The Chorus Caravan;* fourth, Bernard S. Morley, WTNS Coshocton, Ohio, *One for the Money*, and fifth, O. E. Whelan, WGLU Safford, Ariz., *The Guest Book.* Roy Morgan of WILK Wilkesbarre, Pa., won two honorable mentions, making a total of seven in the past eight months. Mr. Irvine, second place winner, also was cited for *The Mixing Bowl.*

Other honorable mentions went to Floyd C. Smith, KGBC Galveston; Robert O. Johnson, WPWA Chester, Pa.; Tom Miller, KLWT Lebanon, Mo.; A. T. Sheilds, WLDY Ladysmith, Wis.; Frederick P. Laffey, WLAW Lawrence, Mass.; James W. Higgins, WWNY Watertown, N. Y.; F. Douglas Chingo, WHBY Appleton, Wis.; J. D. Cossack, CKSO Sudbury, Ontario, Can.; Don Pierce, WRRF Washington, N. C.; Marian Potter, WNAE Warren, Pa.; W. F. Young, WHTC Holland, Mich.; Louise S. Stephenson, WRAL Raleigh, N. C.; Jim Dunlevy, KMED Medford, Ore.; Paul Vargo, WOBT Rhinelander, Wis.; Connie Prusia, KBUR Burlington, Iowa, and Charles M. Tierney, CFRA Ottawa, Ontario, Can.

Entries are judged for program's adaptability to small stations.

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA
The station with more listeners in Northeastern Louisiana than all other stations combined!
5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

On All Accounts

(Continued from page 12)

a three-year-old son, David.

On his return to civilian life, Irv rejoined Safeway, this time in the newly created position of public relations manager for Western Washington. Then, in April 1948, he joined Fred Baker as partner, office manager and account executive.

Among the advertising and public relations accounts which Irv now directs are those of Alaska Steamship Co. (three newscasts a week on each of five Alaska stations), Hardeman Hat Co., Peoples National Bank and Seattle Chevrolet Dealers Assn. He also handles regional advertising for the Boeing Airplane Co., including last year's all-out advertising campaign which was the company's response to the strike of 14,500 members of the Aeronautical Mechanics Union [BROADCASTING, July 19, 1948].

Using paid advertising to bring Boeing's side of the dispute before the public and to recruit workers, the Baker organization relied heavily on radio spots over all eight Seattle stations.

Radio took about 50% of the emergency ad budget spent in Seattle by Boeing during the 15-week strike, and Irv comments: "The flexibility of radio is what can up our spot schedule above what we'd normally have considered. A break might come Saturday afternoon at 2, and by 4 o'clock we'd have a whole new set of spots on eight stations, running through Monday morning. This gave us close to a 48-hour jump on ads in the dailies."

Mr. Stimpson also has used radio effectively in promoting the civic projects in which he is interested. As publicity chairman of the Chamber of Commerce, he recommended development of an institutional series with a minimum of "commercial" copy—and the resulting weekly quarter-hour *Seattle Story* is now in its second year on KOMO.

Irv's spare time—what there is of it—is taken up with reading current books and magazines, and with mowing the lawn at his home, in the north end of town.

Production

DRESSER DAHLSTEAD, head of announcing staff for ABC Western Division, has been named production manager for division. He replaces **LEONARD REEG**, recently appointed ABC Eastern program manager. [BROADCASTING, May 30]. Mr. Dahlstead continues as announcing head.

ROBERT GOULD, production manager of WBAP-TV Fort Worth, has been appointed program director. **THOMAS L. THOMPSON**, studio director, succeeds Mr. Gould as production manager.

Mr. Gould

Mr. Thompson

DWIGHT B. OLSON, with WGIL Galesburg, Ill., since 1942 as announcer, news director and chief announcer, has been appointed program director of station.

RUTH CRANE, director of women's activities for WMAL WMAL-TV Washington, has been elected first vice president of Women's National Press Club for coming year.

MORDI GASSNER, formerly art director of Einson-Freeman Lithographers, has been appointed art director of WPIX (TV) New York. Winner of two Guggenheim Fellowships for creative painting, Mr. Gassner also has designed sets for stage and screen productions and styled radio receivers.

JANE TIFFANY WAGNER, NBC director of education, has been named national public relations chairman of Home Economics in Business, division of American Home Economics Assn.

ED LALLY, program director of WBAP Fort Worth, has been given first and only lifetime membership to date in Fort Worth Gridiron Club for his work during past two years on club's annual dinner "roasting" Texas celebrities. The 1948 dinner, with musical direction by Mr. Lally, was cited for national Sigma Delta Chi journalism award.

HERBERT B. CAHAN has been promoted to program manager, and **ANTHONY FARRAR** has been elevated to production manager in charge of live studio production at WAAM (TV) Baltimore.

THOMAS HAYS, former announcer at WMAK Nashville, Tenn., has joined announcing staff of WJPS Evansville, Ind.

ADELE RYERSON, former script writer at WBRK Pittsfield, Mass., has joined script and continuity department of WHLI WHLI-FM Hempstead, L. I., N. Y.

MARCIA and **SAMMY ROEN** have joined WORZ Orlando, Fla., where they are doing a "Mr. and Mrs." show from their home each weekday. Mr. Roen formerly was publicity director for Music Corp. of America.

ARTHUR GODFREY, CBS television-radio star, served as mayor of Boys Town, Neb., for a day, Thursday, June 9. Office was bestowed in recognition of radio-TV accomplishments of Mr. Godfrey, an ex-newsboy.

VINCE JOYCE, announcer at WWSW Pittsburgh, received his A. B. degree from U. of Pittsburgh. He was graduated with honors, completing four year course in three years.

JANET ROSS, director of KDKA Pittsburgh Shopping Circle, and **VICKEY COREY**, KDKA educational director, left for Europe June 16 on special program assignments. Miss Ross will accompany 25 costume design teachers to France and England for four-week study of fashion production. Miss Corey, who is KDKA's observer, goes to Europe as educational expert for UN. She will prepare material for special radio programs and lectures on conditions in UN countries.

EDWARD MAXWELL has joined announcing staff of WTAM Cleveland. He was formerly with WERD Atlanta; WFMJ Youngstown, Ohio, and was news director at WHIT New Bern, N. C.

MYLES EITER is producer-director of college talent variety show over WNYC New York.

ZETTA HORST, known to listeners of WHBC Canton, Ohio, as Carol Adams, and Blake Sommer have announced their marriage. **MARIAN E. MUCKLEY**, continuity writer at WHBC, and Herbert H. Zwallen have announced plans to be married July 3.

DON McLEOD, announcer at WJBK Detroit, and Valerie Weddington have announced their marriage.

WILLIAM FROUG, co-writer on CBS *Green Lama* series, is the father of a girl, Susan Leslie.

JERRY McCUMBER of KOMO Seattle is the father of a boy.

FOR SOME INTERESTING INFORMATION ON RADIO IN **IOWA,** PLEASE SEE PAGE 31 OF THIS ISSUE

THE *LONG ISLAND* STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **net income** exceeds $552,573,000-a-year . . . $5,961-a-family . . . $1,715-a-person.

Net income here is 31% than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM **WHLI** FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS LGODOFSKY President

THE **PROOF** OF THE PUDDING IS IN THE "EATING",

So dip ***Your*** spoon

into the rich Memphis Market via—

WMPS 10,000 WATTS DAY 5,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

Milestones

► FIFTEENTH anniversary of FCC occurred yesterday (June 19), date on which the late President Roosevelt signed the Communications Act to consolidate under one agency the regulation of interstate and foreign communication by wire and radio.

The Communications Act, besides giving the new FCC added authority, provided for the transfer of records and personnel from the Federal Radio Commission plus other records from the Interstate Commerce Commission and the Post Office Dept. Part of the act became effective July 1, 1934, while the remainder went into effect with the formal organization of FCC on July 11.

About 125 men and women have been with FCC since its inception. Many more have been with the Commission since the summer and winter of 1934. Vice Chairman Paul A. Walker was an original Commissioner, taking his oath of office July 11 that year. Present Comrs. Rosel H. Hyde and George E. Sterling had served in legal and engineering capacities respectively with the FRC and FCC.

Nearly one-tenth of the FCC's present personnel was with the Commission at its very beginning. An alphabetical list of such persons who were on the rolls in June 1934, many now holding key positions, follows:

Bureau of Engineering—Olive A. Cain, Edward W. Chapin, Elizabeth L. Childress, Lillian M. Conley, Mary E. Corridon, Irene M. Durgin, Julia M. Gilbert, Nathan Hallenstein, Landon C. Herndon, Eva E. Hocutt, Daniel Jacobson, George L. Jensen, Frank Kratokvil, William N. Krebs, Carl W. Loeber, Howard C. Looney, Ivan H. Loucks, Helen L. J. Nikka, Stacy W. Norman, Leiland Quaintance, John A. Russ, George S. Turner, Edwin L. White, Euna P. Wiley, John A. Willoughby.

Field Engineering and Monitoring Division—W. Irving Abbott (Dallas), Adolph Anderson (Laurel, Md.), Lewis S. Anderson (Grand Island, Neb.), Herbert H. Arlowe (Seattle), Irl D. Ball (San Juan, P. R.) Arthur Batcheller (New York), Edward Bennett (Norfolk), Sigfred F. Berge (Juneau, Alaska), Walter Butterworth (Boston), James M. Chapple (Portland, Me.), Kenneth G. Clark (San Francisco), Eugene C. Cochran (New York), Hyman A. Cohen (Baltimore), William Corcoran (New York), Richard J. Cotton (Detroit), Lee R. Dawson (Honolulu), Theodore G. Deiler (New Orleans), Louis J. N. Dutreil (New Orleans), Gertrude Eickhoff (St. Paul), Anna M. Ellert (Baltimore), Paul R. Fenner (Honolulu), Charles Finkelman (New York), Arthur S. Fish (Miami), William R. Foley (Kingsville, Tex.), Harold T. Gallaher (Chicago), Margaret Gourlay (San Francisco), Marian P. Gunnison (Atlanta), George G. Harr (Grand Island), Harold D. Hayes (Chicago), Edwin S. Heiser (Detroit), Paul H. Herndon Jr. (Atlanta), Maggie L. Holleman (Chicago).

James A. Homsy (Los Angeles), John H. Homsy (Dallas), Walter J. Howell (New York), Anna T. John (Los Angeles), William D. Johnson (Atlanta), Charles C. Kolster (New York), Ernest G. Landell (Philadelphia), Robert Landsburg (Portland, Ore.), Emery H. Lee (Detroit), Bernard H. Linden (Los Angeles), Charles T. Manning (Anchorage, Alaska), Louis L. McCabe (Houston), B. McCarthy (Boston), William J. McDonell (Kansas City), Blanche McEntyre (Atlanta), Joe H. McKinney (Houston), Charles Mencher (New York), Lulu A. Moyer (Detroit), Roger E. Phelps (Philadelphia), Anna L. Poloske (Boston), Hazel L. Powell (Boston), Francis V. Sloan (San Francisco), Haytivick V. Smith (Los Angeles), Myron A. Tong (Boston), Maxine E. West (Grand Island), Irving L. Weston (Allegan, Mich.), George V. Wiltse (Seattle).

Bureau of the Secretary—Roger L. Baker, Katherine Bancroft, Sara G. Barnitz, Jessie R. Blaine, Lawrence P. Dent, Lenah J. Ferro, Leila Fowler, Frank Gentile, Catherine Grady, L. L. Hollingsworth, Marguerite Hubbard, Lavelle W. Hughes, Annette Hutterly, Clara M. Iehl, Joseph N. Jackson, Helen A. Marston, William P. Massing, Leonora E. Miller, Paul H. Sheehy, Marguerite Van Dyke, Charles W. Worthy.

Bureau of Law—Tyler Berry, David H. Deibler, Lester W. Spiliane.

Hearing Examiners—Fanney Litvin.

Bureau of Accounting—Mary E. Lynch, Charles R. Makela, Glenn F. Murphy, LeRoy Schaaff, F. Richard Stuart.

Bureau of Administration—James H. Ballard, Nina B. DeWitt, Pansy E. Wiltshire.

Commissioners' Office—Mollie V. Burgess, Ernest S. Gross, Ruth T. Koppialky, Grace E. Miner.

Information Office—Mary O'Leson.

► Horn & Hardart Baking Co., Philadelphia's *Horn & Hardart Children's Hour*, aired Sunday on WCAU Philadelphia and WNBC and WNBT (TV) New York, marked its 20th anniversary June 5. Agency for firm is The Clements Co., Philadelphia, and Alice Clements is both AM and TV producer.

► *Seattle Story*, weekly quarter-hour dramatic narrative sponsored on KOMO Seattle by local Chamber of Commerce, is marking its second year on air.

► WPIX (TV) New York, video station of *New York Daily News*, celebrated its first birthday June 15. Station has increased its program operations from 169 hours, 14 minutes in July 1948—its first full month—to 228 hours, 30 minutes in May 1949.

► Joe McNaughton, president of WCRA Effingham, Ill., staged party marking second anniversary of station on June 4. Party was held in court house park, and featured three hours and 15 minutes of entertainment by station's talent groups.

► Charles G. Burke, general manager of KFGO Fargo, N. D., has just celebrated his 20th year in broadcasting. He started his career with WDAY Fargo, and subsequently was with Free & Peters Inc. and WJR Detroit.

► Arizona State Prison Band program *Stars Behind Bars*, aired on KTAR Phoenix, is celebrating its first anniversary.

Buys GE Equipment

COMPLETE transmitter and studio equipment for AM broadcasting has been purchased by the Oswego County Broadcasting Co., Fulton, N. Y., from the Transmitter Div. of General Electric Co., according to a GE announcement. D. J. Kesterke, president of Oswego County Broadcasting, has announced the Fulton station is scheduled to go on the air on 1300 kc with 1 kw daytime approximately Sept. 1. No call letters have been assigned as yet. The GE purchase includes a 1 kw transmitter, two-studio consolette, amplifiers, microphones and other associated equipment.

ACCEPTANCE POLL
'Riley' Rated as Tops

COAST-TO-COAST collegians voted *The Life of Riley* the "cleanest" comedy during the past year in the Radio Acceptance Poll conducted by St. Joseph's College, Collegeville, Ind.

The *Riley* show, which stars William Bendix, was given a 78 rating after tabulation of 28,164 votes cast by 5,090 college students from Oct. 16 through April 17. Fourteen other "acceptable" programs, listed in order of preference, were Dennis Day, Jack Benny, Fred Allen, Red Skelton, Eddie Cantor, Phil Harris, Burns and Allen, Charlie McCarthy, Bob Hope, Jack Carson, *Village Store*, *Duffy's Tavern*, Abbott and Costello and *It Pays To Be Ignorant*.

Digger O'Dell in *The Life of Riley* and Dennis Day on the Jack Benny show each earned a "highly acceptable" rating of 83. Only performer to be rated "barely acceptable" was Lulu McConnell of *It Pays To Be Ignorant*.

"VIC" DIEHM SAYS:

Get in the Know-Now!
Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.
AFFILIATED WITH NBC - MBS
WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

FCC Actions

(Continued from page 69)

Decisions Cont.:

FM Bridgeton, N. J. to 9-30-49; KOH-FM Ogden, Utah to 9-1-49; WOAI-FM San Antonio to 1-7-50; WBMS-FM Boston to 11-29-49; KOIL-FM Omaha, Neb. to 10-3-49; WMIN-FM St. Paul, Minn. to 9-30-49.

KANE New Iberia, La.—Granted license install new trans.

KGBC Galveston, Tex.—Granted license install aux. trans.

WTIC-FM Hartford, Conn.—Granted license change in FM station; Chan. 283 (96.5 mc) 8 kw 705 ft.

WBML Macon, Ga. — Granted license for changes in vertical ant. and mounting FM ant. on AM tower.

WLOG Logan, W. Va.—Granted license for changes in vertical ant. mounting FM ant. on AM tower, change trans. type and location.

WBRY Waterbury, Conn.—Granted request for cancellation CP make changes in DA and install FM ant.

WTSP St. Petersburg, Fla.—Granted CP to install old main trans. for aux. with 1 kw DA-N.

California Inland Bcstg. Co. Fresno, Calif.—Granted CP new STL KMA-26.

WJPR Greenville, Miss.—Granted CP change trans. location, and employ FM supporting tower as AM vertical radiator.

WEDR Birmingham, Ala.—Granted mod. CP for approval ant. and trans. location, and change type trans.

WSPC Anniston, Ala.—Granted mod. CP for approval ant. and tower.

KBIG Des Moines, Iowa.—Granted mod. CP for extension of completion date to 90 days after approval of application for mod. CP for change in trans. location.

KELT Electra, Tex.—Granted mod. CP to change type trans.

James A. Hardman North Adams, Mass.—Granted CP for reinstatement CP for new STL KCA-36. Granted license to cover CP as reinstated.

KOVO Bcstg. Co., Provo, Utah—Granted license new remote pickup KOA-414.

The Kansas City Star Co., Kansas City—Granted CP new exp. TV relay WA-3486.

WELI New Haven, Conn.—Granted license use old main trans. as aux.

WKBO Harrisburg, Pa.—Granted license install new trans.

KXJK Forest City, Ark.—Granted license new AM station 950 kc 1 kw D.

KALB-FM Alexandria, La.—Granted license changes in FM station Chan. 245 (96.9 mc) 11 kw; 380 ft.

WBCM-FM Bay City, Mich.—Granted license new FM station; Chan 241 (96.1 mc) 41 kw 420 ft.

WGBI-FM Scranton, Pa.—Granted license new FM station; Chan. 267 (101.3 mc) 1.8 kw 1,200 ft.

WGYN New York—Granted license new FM station; Chan. 250 (97.9 mc) 4 kw 905 ft.

WKBZ-FM Muskegon, Mich.—Granted license new FM station; Chan. 293 (106.5 mc) 4.7 kw 230 ft.

WDUN-FM Gainesville, Ga.—Granted license new FM station; Chan. 280 (103.9 mc) 300 w 255 ft.

KWJJ-FM Portland, Ore.—Granted license new FM station; Chan 238 (95.5 mc) 3.4 kw 850 ft.

WCMI-FM Ashland, Ky.—Granted license for new FM station; Chan. 229 (93.7 mc) 4.4 kw 200 ft.

KWOC-FM Poplar Bluff, Mo.—Granted license new FM station; Chan. 283 (94.5 mc) 16 kw 190 ft.

WSAN-FM Allentown, Pa.—Same—Chan. 260 (99.9 mc) 8 kw 700 ft.

WFMF Chicago—Granted license changes in FM station; Chan. 262 (100.3 mc) 33 kw 540 ft.

WHSC Hartsville, S. C.—Granted CP to install a new vertical antenna.

WFBR's Pirie Connects

WHEN it comes to directing national sales for WFBR Baltimore, Bill Pirie believes in straight drives with no putting around. Transferring this same philosophy to the Baltimore Country Club course early this month, Golfer Pirie won coveted honors for himself. He knocked off a hole-in-one on the ninth green and promptly landed in the local newspapers, WFBR reports.

June 15 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KIFI Idaho Falls, Idaho—Designated for hearing application CP to change from 1400 kc to 1060 kc, 250 unl. to 10 w unl., intall new trans., change location and utilize DA-DN.

Request Denied

WCSR Cobleskill, N. Y.—Denied request for replacement of expired CP and directed application be treated as new application 1420 kc 1 kw D.

Hearing Designated

WEBS Oak Park, Ill.—Designated for hearing application for mod. CP to make changes in vertical ant. and change trans. and studio locations. Granted mod. CP for extension of completion date to 60 days after final Commission action on BMP-4373.

Extension Granted

WJBA Sparta, Wis.—Granted request for extension of 30 days in which to comply with terms of permit.

Extension Denied

KTMS Santa Barbara, Calif.—Denied request for extension of time in which to complete construction authorized to change facilities.

Extension Granted

D. O. Kinnie Coalinga, Calif.—Granted extension of time for 60 days in which to file application for mod. CP to specify trans. site and ant. system.

Hearing Designated

WGBS Miami, Fla., WKRG Mobile, Ala., and KURV Edinburg, Tex.—Designated for hearing applications of WGBS for CP to change from 710 kc 10 kw-N 50 kw-D DA-2, to 710 kc 50 kw unl. DA-1, WKRG for mod. license to change from 710 kc 250-N 1 kw-D DA-N to 710 kc 500 w-N, 1kw-D, DA-N, and KURV to change from 710 kc 250 w-D to 710 kc 1 kw unl. DA-N, in consolidation with hearing on application of Bamberger Bcstg. Service, Inc. (WOR), New York, N. Y.; amended order designating WOR application for hearing to include above applications and issue to determine on comparative basis which, if any, of applications in this consolidated proceeding should be granted; made WKJB, Mayaguez, P. R. party to proceeding; hearing to be July 18, at Washington.

Petition Denied

Charles Wilbur Lamar Jr., Morgan City, La., Supreme Bcstg. System Inc., New Orleans; Royal Bcstg. Corp., New Orleans; New Orleans Bcstg. Inc., New Orleans—Denied petition of Lamar to reconsider and grant without hearing his application for new station; designated same for hearing with applications of Supreme Bcstg. System Inc., Royal Bcstg. Corp., and New Orleans Bcstg. Co. Inc. for new stations at New Orleans, La., each requesting 1450 kc 250 w unl.; amended order previously designating Lamar for hearing to delete therefrom reference in issue No. 4 to WNOE New Orleans and adding issue No. 7 to determine on comparative basis which, if any, of applications in consolidated proceeding should be granted, and to include above applications.

Hearing Designated

Martin L. Schulman and Clinton County Bcstg. Corp., Plattsburg, N. Y.—Designated for consolidated hearing applications new station to operate on 1340 kc 250 w unl.; made WMSA Messena, N. Y. party to proceeding.

Hearing Ordered

Commission June 10 ordered that hearing on application of Lincoln Operating Co., as Trustee for Sun Coast Bcstg. Corp (assignor), and Sun Coast Bcstg. Corp (assignee) for consent to assignment of CP WMIE Miami, Fla., commence June 27 at Miami and thereupon after adducing necessary testimony at Miami, be adjourned and transferred to Cleveland, Ohio for purpose of taking further testimony.

June 15 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

WKCT Bowling Green, Ky.—CP to change from 930 kc 1 kw D to 940 kc 1 kw-D 500 w-N DA-DN AMENDED to request 930 kc DA-N.

AM—1230 kc

Pampa, Tex.—CP new AM station 1230 kc 250 w unl. AMENDED to change name of applicant to Hugh DeWitt Landis and Ross B. McAlister d/b as Radio Station KICA.

AM—1490 kc

KTYL Mesa, Ariz.—CP to change from 1490 kc 250 w unl. to 1310 kc 1 kw-D 500 w-N AMENDED to request 1 kw-D 250 w-N.

License for CP

License for CP new AM station: KWBE Beatrice, Neb.; KENE Belen, N. M.; WRXO Roxboro, N. C.; WEAB Greer, S. C.; WJAY Mullins, S. C.; WSVS Crewe, Va.

License Renewal

WSKI Montpelier, Vt.—Request for license renewal new AM station.

Modification of CP

Request for extension of completion date new FM station: WADW-FM New Orleans; WHDH-FM Boston; WLYN-FM Lynn, Mass.; WLAV-FM Grand Rapids, Mich.; KONO-FM San Antonio; WCFC Beckley, W. Va.; WJPF-FM Herrin, Ill.; WDHN New Brunswick, N. J.

License for CP

KCMC-FM Texarkana, Tex.—License for CP new FM station.

License Renewal

KRVM Eugene, Ore.—Request for license renewal noncommercial educational FM station.

Modification of CP

Request for extension of completion date new commercial TV station: KRON-TV San Francisco; WNBK Cleveland, Ohio; KBTV Dallas.

TENDERED FOR FILING

KIEV Glendale, Calif.—CP to change from 870 kc 250 w D to 870 kc 10 kw D.

Petition to Reinstate Application

KSTA Coleman, Tex.—Assignment of license from Charles L. South, H. H. Jackson, Alton Stewart and Ross A. Bohannon d/b as Coleman County Bcstg. Co. to Coleman County Bcstg. Co.

APPLICATION DISMISSED

Alban J. Bastarache, Sanford, Me.—DISMISSED June 10 application new AM station 1230 kc 250 w unl.

Van Wert Bcstg. Co., Van Wert, Ohio—DISMISSED June 9 application new AM station 1580 kc 250 w D.

June 16 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WPDQ-TV Jacksonville, Fla.—Set aside Commission action of May 4, denying application for additional time to commence and complete contruction of TV station; designated said application for hearing on issues relating to diligence.

Extension Denied

WSEE St. Petersburg, Fla.—On basis apparent lack of diligence denied application for extension of completion date from June 26 to Dec. 26; informed applicant that if requests hearing within 20 days denial will be set aside pending outcome.

Extension Granted

WSAZ-TV Huntington, W. Va.—Removed from hearing and granted application for extension of completion date to December 15.

License Renewal

WIND & Aux. Chicago—Granted license renewal WIND and auxiliary for period ending May 1, 1952.

KOPR Butte, Mont.—Granted license renewal for period ending May 1, 1952.

KWAL Wallace, Idaho—Same.

License for CP

KVAK Atchison, Kan.—Removed from hearing and granted application for license CP.

Issue Amended

WMIE Miami, Fla.—Amended issue No. 1 in notice of hearing dated July 30, 1948 re application for assignment of CP so as to determine whether Arthur B. McBride and Daniel Sherby, stockholders in the proposed assignee (Sun Coast Bcstg. Corp.) are legally, financially and otherwise qualified to be stockholders in a radio broadcast station.

STA Granted

W. H. Greenhow Co. Inc. Hornell, N. Y.—Granted request from W. H. Greenhow Co., licensee of FM station WWHG and permittee of new AM station in Hornell, for STA for both stations to rebroadcast programs of 10 w satellite FM station also located in Hornell, for period not to extend beyond Aug. 31 or not after such time as telephone facilities are available prior to Aug. 31.

June 16 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station: WNER Live Oak, Fla.; KMCM McMinnville, Ore.

(Continued on page 76)

for NETWORK CALIBRE PROGRAMS

. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Trade Papers Unusually Kind to WLS This Year

Radio and advertising papers have been unusually kind to WLS this past year as the station added new entertainment power to its 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared — "WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum" . . . "Newest member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown" . . . "Bob Atcher, veteran folk singer, inks contract with WLS, Chicago" . . . "Captain Stubby and the Buccaneers, currently at the Village Barn in New York, become WLS staffers January 31" . . . "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance" . . . "WLS Barn Dance new TV feature Mondays on ABC" . . . "Dave Denney, RCA Victor recording artist, signs with WLS" . . . "Extra two hour show Saturday night to celebrate 25th anniversary of WLS National Barn Dance" . . .

Adding new stars, creating television and other new programs, WLS more than ever won attention this past year as it marked a quarter century of broadcasting leadership in Midwest America.

WLS

1924 — — — 1949

Chicago 7

Represented nationally by John Blair

Adv.

Mr. Richard C. Wright
Ward Wheelock Co.
Philadelphia, Pa.

Dear Dickie:

You fellers is allus impressed by results, so lissen ter this! A wumman bought some new slip covers, an' left them on th' curb when she got on a bus. She immejetly put an ad in th' "Daily Mail," and th' gal at th' paper mentioned it on their program on WCHS. Lessen an hour after th' broadcast, th' wumman called th paper an' tole 'em ter kill her ad — someone had heerd th' radio an' called her pronto! That's th' kind er results yer gits when yuh uses WCHS! In findin' lost property er in sellin' fer fellers like you, Charleston's Number One station literally delivers th' goods!

Yrs.
Algy

WCHS

Charleston, W. Va.

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

According to latest Sales Management estimates, Jackson—capital city of Mississippi—ranks 64 in the top 200 cities of the U.S. in Per Capita Effective Buying Income. The steadily growing, balanced economy of Jackson has a place on every schedule that calls for sales.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

Docket Actions . . .

INITIAL DECISION

WPAB Ponce, P. R.—Portorican American Broadcasting Co. Inc., initial decision to grant renewal of license. WPAB is assigned 1370 kc 5 kw uni. Initial decision June 10. See story page 90, BROADCASTING, June 13.

KOOS Coos Bay, Ore.—Initial decision to grant application to change from 1230 kc, 250 w unlimited to 630 kc, 1 kw unlimited. Initial decision to grant KIDO Boise, Idaho, change from 1380 kc, 2.5 kw-D, 1kw-N to 630 kc, 5 kw unlimited. Both subject to approval of transmitter site and antenna system by CAA. Initial decision June 14. See story this issue.

PROPOSED DECISION

Elizabethtown, Ky. — Acme Broadcasting Co., proposed denial for new station to operate on 1450 kc 250 w unlimited. Proposed decision June 10. See story page 90, BROADCASTING June 13.

Manistee, Mich. — Manistee Radio Corp., proposed decision to deny application for a new station on 1340 kc, 250 w unlimited and to deny application of Door County Broadcasting Co. Inc., Sturgeon Bay, Wis. for same facilities. Proposed decision June 13. See story this issue.

Greensboro, N. C.—Guilford Broadcasting Co., proposed decision to grant bid for new station 1400 kc, 250 w unlimited. Proposed decision June 14. See story this issue.

ORDER

KGAR-AM-FM Garden City, Kan.—Order dismissing proceeding re revocation of CP's issued to Albert Pyatt, since permittee has surrendered permits. Order June 10. See story page 90, BROADCASTING, June 13.

MEMORANDUM OPINIONS

Monrovia, Calif.—San Gabriel Valley Broadcasting Co., memorandum opinion and order denied petition for review of action of Motions Comr. denying petition for leave to amend application. Record reopened to show the demise of Mr. William J. Omer, which fact is incorporated in the record and the record closed. Decision June 13.

WSIC Statesville, N. C. and WHLF South Boston, Va.—Denied petition requesting Commission to reopen record in case involving Guilford Broadcasting Co., Greensboro, N. C. as to whether applicant plans to continue application in view of general managership of WBIG Greensboro. See story this issue.

Non-Docket Actions . . .

AM GRANTS

Longmont, Col. — Longmont Broadcasting Co., granted 1050 kc, 250 w daytime. Estimated cost: $18,101. Partners: K. L. McConchie, 20% owner KTAE Taylor, Tex., 30%; Graham Gillis Conoley, manager and 40% owner KTAE, 20%; Killis Campbell Jr., 50% owner Taylor Motor Co., Taylor, Tex., 30%; Jack Dubberly, KTAE assistant manager, 20%. Granted June 15.

WQXI Buckhead, Ga.—Robert W. Rounsaville granted increase in power from 1 kw daytime to 5 kw daytime. WQXI is assigned 790 kc. Granted June 15.

FM GRANTS

Charleston, W. Va. — Charleston Broadcasting Co., granted CP new Class B station, Channel 225 (92.9 mc), ERP 47 kw, antenna 535 ft. Estimated cost $36,500. Charleston Broadcasting Co. is licensee WCHS there. Granted June 16.

Charleston, W. Va. — Kanawha Valley Broadcasting Co., granted CP new Class B station, Channel 253 (98.5 mc), ERP 5.2 kw, antenna 210 ft. Estimated cost exclusive of land and buildings $16,806. Kanawha Valley is licensee of AM outlet WGKV same city.

TRANSFER GRANTS

KWFC Hot Springs, Ark.—Granted assignment of license from Clyde E. Wilson to Spa Broadcasting Co. in which Mr. Wilson retains 25% interest and is vice president. Principals in new company are: N. B. Burch, physician and owner of Wade Clinic and Burch Clinic, president 11.25%; Frank A. Brown, manager WENK Union City, Tenn., secretary and treasurer 1.25%; N. B. Burch, Frank A. Brown and Catherine Burch Brown jointly own 62.50%. KWFC is assigned 1340 kc, 250 w unlimited. Granted June 16.

Granted consent to transfer of control of Gannett Co. Inc., from Frank E. Gannett, an individual to Frank E. Gannett Newspaper Foundation. Grant affects indirect control of WHEC-AM-FM Rochester, N. Y.; WTHT-AM-FM Hartford, Conn.; WENY-AM-FM Elmira, N. Y.; WABY Albany, N. Y.; WHDL-AM-FM Olean, N. Y.; WDAN Danville, Ill. Granted June 15.

Deletions . . .

FOUR FM authorizations, one AM license and one TV construction permit deleted by FCC last week. Total dropouts since first of year are: AM 16 [BROADCASTING, May 2]; FM 119 [BROADCASTING, June 13], and TV 5 [BROADCASTING, May 9].

FM DELETIONS

WBRY-FM Waterbury, Conn.—American Republican Inc., CP June 14. Permittee has decided to withdraw due to uncertainties of business at this time and the part television may play in the future of broadcasting.

WBBC-FM Flint, Mich.—Booth Radio Stations Inc., CP June 14. Applicant desires to devote energy and resources to furtherance of its TV application.

WVOW Wausau, Wis.—Central Broadcasting Co., CP June 14. Unable to secure permission for transmitter site on Rib Mountain from federal and state aeronautical bodies.

WWON-FM Bridgeport, Conn.—Associated Electronic Enterprises Inc., CP June 16. Failure to prosecute.

AM DELETION

WTWS Clearfield, Pa.—Airplane & Marine Instruments Inc., license May 25. Licensee states it is not feasible to continue operation.

TV DELETION

WEEK-TV Peoria, Ill.—West Central Broadcasting Co., CP, June 8. Denied additional time by FCC to complete.

New Applications . . .

AM APPLICATIONS

Tampa, Fla.—Hillsboro Broadcasting Co., 1590 kc, 1 kw daytime; estimated cost $17,150. Principals: E. P. Martin, partner in law firm, 33⅓%; Alpha Martin 33⅓%; Elmo B. Kitts, Franklin

FCC Actions

(Continued from page 75)

Applications Cont.:

Modification of CP

WHHH Warren, Ohio—Mod. CP new AM station to increase power etc. for extension of completion date.

AM—690 kc

Prineville, Ore.—Radio Central Ore. —CP new AM station 650 kc 1 kw daytime. AMENDED to request 690 kc 1 kw daytime.

AM—1240 kc

KDDD Dumas, Tex.—CP to change from 800 kc 250 w D to 1240 kc 250 w unl.

License Renewal

WHUM Reading, Pa.—License renewal new AM station.

WPTL Providence, R. I.—Renewal of license noncommercial educational station.

Modification of CP

Request for extension of completion date new FM station: KREC Redlands, Calif.; WHKY-FM Hickory, N. C.; WCMW-FM Canton, Ohio; WEOL-FM Elyria, Ohio; KLUF-FM Galveston, Tex.

WILM-FM Wilmington, Del.—Mod. CP new FM station to change antenna height to 330 ft.

WTCN-TV Minneapolis, Minn.—Mod. CP new commercial TV station for extension of completion date.

APPLICATION DISMISSED

KDON Monterey, Calif.—DISMISSED application for June 13 CP to change from 1240 kc 250 unl. to 1520 kc 10 kw-D 5 kw-N DA-DN.

James Gerity Jr., Adrian, Mich.—DISMISSED June 14 application new FM station.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 16

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,000	1,956	216		419	240
FM Stations	728	358	519	17*	54	30
TV Stations	64	11	108		333	182

* 5 on air

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

ROOM FULL OF ROSES

On records: Dick Haymes—Dec. 24632; Sandy Sims —Coral 60067; Eddy Howard—Mer. 5296; Sammy Kaye—Vic. 20-3441; George Morgan—Col. 20594; Paul Weston-Starlighters—Cap. 57-617; Sons of the Pioneers—Vic. 21-0065; Jerry Wayne—Col. 38525.

On Transcriptions: Eddy Howard—World; George Wright — NBC Thesaurus; Foy Willing — Lang-Worth; Jan Garber—Capitol.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Sales & Service (radio repair & sales) 33⅓%. Filed June 15.

Caruthersville, Mo.—Pemiscot Broadcasters Inc., 1370 kc, 1 kw daytime; estimated cost $16,854. Principals: C. T. Baird, owns and manages real estate, president 21½%; William R. Smith, formerly newscaster KBOA Kennett Mo., vice president 24%; James Floyd Patterson, secretary and manager Chamber of Commerce, secretary-treasurer 5%; James Eric Taylor, part owner, Powell's Ferry, Taylor Bros. Ferry and Taylor Sand and Gravel Co., 3½%; Emmett F. Smith Jr., program director, 14%; Sanford J. Willis, chief engineer WJMW Athens, Ala., chief engineer 14%. Filed June 15.

Racine, Wis.—Belle City Broadcasting, 1460 kc 500 w daytime; estimated cost $17,500. Principals: Gene Posner, partner in Posner, Perkins & Solomon law firm, 25% owner Wisconsin Screw Co., 33⅓% Racine Screw Co., president and 50% owner WMIL Milwaukee, secretary-treasurer 49%; Jerome Sill, secretary-treasurer and 34% owner WMIL, president 50%; Ruth Posner, 16% interest E & R Real Estate, vice president 1%. Filed June 15.

Kokomo, Ind. — Kokomo Pioneer Broadcasters, 1400 kc, 250 w unlimited; estimated cost $28,550. Principals. Donald A. Burton, 98.3% owner WLBC and WMUN Muncie, president 33⅓%; William F. Craig, 5.1% owner WLBC and WMUN vice president 33⅓%; Ralph L. Whitinger, public accountant and owner Judson Corp. real estate development, 33⅓%. Filed June 15

Bad Axe, Mich.—Saginaw Broadcasting Co., 1540 kc, 250 w daytime; estimated cost $2,500. Applicant is licensee of WSAM-AM-FM Saginaw, Mich. Transmitter tower and monitor recently removed from WSAM will be used as well as other equipment on hand accounting for the low construction cost estimated. Filed June 16.

TRANSFER REQUESTS

WAVZ-AM-FM New Haven Conn.—Assignment of license and FM construction permit from New Haven Broadcasting Corporation to WAVZ Broadcasting Corporation. Principals in new corporation: Victor W. Knauth, editor and 33⅓ owner of Omnibook Inc., president 45%; Daniel W. Kops, formerly editorial assistant to M. Kipinger, Washington, D. C., vice president 54⅔%; Nancy Kops ⅓ of 1%. Consideration is $67,500. The amount of accounts receivable will be assigned to purchaser not to exceed $12,500. If accounts are not collected in ninety days seller will reimburse purchaser. WAVZ is assigned 1260 kc, 1 kw daytime. WAVZ-FM operates on Channel 236 (95.1 mc). Filed June 7.

KNET Palestine, Tex.—Transfer of license from Gordon B. McLendon tr/as Palestine Broadcasting Co. to a corporation consisting of Billy Averitte Laurie, owner KEBE Jacksonville, Tex., 50%; Leita Moye Laurie, employe KEBE, 9%; Jo Ann Laurie Spencer, employe KNET 1%. Mr. McLendon who wishes to withdraw to devote his time to management of business outside of Palestine sells for $32,500. KNET is assigned 1450 kc, 250 w daytime. Filed June 2.

KCNY San Marcos, Tex.—Assignment of license from Charles L. Cain and Merl Saxon d/b as Hays County Broadcasting Co. to a new corporation to be known as Central Broadcasting Co. Mr. Cain who previously held 75% in old firm now has 59% in new corporation; Mr. Saxon who held 25% now has 20%; Jesse Mae Cain newcomer holds 1%. 20% of stock is to be deposited to the account of Central Broadcasting Co., the purpose of which will be to sell to twenty new stockholders. KCNY is assigned 1470 kc, 250 w daytime. Filed June 2.

WNLK Norwalk, Conn.—Relinquishment of control in Norwalk Broadcasting Co. Inc. from Benjamin Ginzburg, acting for Ginzburg-Lipset-Gaines family majority stockholders by sale of 1 share of stock to Miles Pennybacker for $100. Ginzburg-Lipset-Gaines family hold 386 shares of the 771 issued and by transfer of 1 share reduce the family holdings. Mr. Pennybacker is president and principal owner of Voltare Tubes Inc. WNLK operates with 500 w daytime on 1350 kc. Filed June 8.

WGNI Wilmington, N. C.—Transfer of control in New Hanover Broadcasting Co., from J. S. Brody to Suffolk Broadcasting Corp. 100 shares of new voting stock are issued and sold to Suffolk for $300 per share. Ownership is now: J. S. Brody 30%; Leo Brody 15.70%; Charles Brody 14.80% and Suffolk Broadcasting Co. 40%. WGNI is assigned 1340 kc, 250 w unlimited. Filed June 8.

KNAF Fredericksburg, Tex.—Transfer of ½ interest in Gillespie Broadcasting Co., from Walter T. McKay and Arthur Stehling who each own 50% to Hon. O. C. Fisher, M. C. After transfer each will have 33⅓%. Consideration $7,550.90. KNAF is assigned 1340 kc with 250 w unlimited. Filed June 8.

Flames eat close to the WVCH transmitter building.

AM PROPOSAL

To Grant Manistee

PROPOSED decision was reported by FCC Monday to grant application of Manistee Radio Corp. for a new AM station at Manistee, Mich., on 1340 kc with 250 w fulltime. The Commission would deny competitive bid of Door County Broadcasting Co. for the same facilities at Sturgeon Bay, Wis.

Reversing the recommended decision of Hearing Examiner Basil P. Cooper, the Commission preferred Manistee in view of the "fair and equitable distribution" provision of the Communications Act. Mr. Cooper, considering all other factors equal, chose the Sturgeon Bay applicant because that area had only one bi-weekly paper while Manistee had a six-weekly and a bi-weekly paper.

The Commission, with Chairman Wayne Coy and Comrs. Paul A. Walker and George E. Sterling not participating, found that Manistee receives no primary service day or night and that the proposed station would serve 18,203 persons daytime and 9,443 nighttime. It found that the Sturgeon Bay proposed outlet would serve 20,212 persons daytime and 6,100 at night. The latter receives primary daytime service from WMAM Marinette, Wis., but none at night.

Ownership of the applicants:

Manistee, Mich., — Manistee Radio Corp., 1340 kc, 250 w, unlimited. Principals: Darwin S. Evens, hardware and appliance store owner and musician, president 31.16%; his father, Lloyd M. Evens, retired, vice president 31.16%; Eugene D. Emunson, public relations counselor, vice president 29.65%.

Sturgeon Bay, Wis.—Door County Broadcasting Co. Inc., 1340 kc, 250 w, unlimited. Principals: Edward Allen Jr., announcer-producer, WMAQ Chicago, president 52.09%; Frank H. Kellner, drugstore owner, vice president 20.20%. There are nine other local stockholders.

Script in Cornerstone

A KLZ DENVER script outlining the U. of Denver's history has been placed in the cornerstone of the university's new classroom annex. The script, a feature of KLZ's *Enterprise Unlimited*, sponsored by the U. S. National Bank of Denver, has been sealed up, along with newspapers and other items relating to Denver's history. Participating in the placing of the script in the cornerstone were: Charles Roberts, KLZ program director; R. Russell Porter, radio director for the university, and Richard Woellhaf, *Enterprise Unlimited* narrator.

RADIO JOURNALISM

Stations Honored for Aid

CERTIFICATES acknowledging service to radio journalism in providing radio news internships were sent to a score of stations last week by the Council on Radio Journalism, established in 1945 by NAB and American Assn. of Schools and Depts. of Journalism. The program was set up to raise standards of radio news through a teacher training program.

Receiving awards were WGAR Cleveland, WFAA Dallas; WTIC Hartford; KMBC Kansas City; KFI Los Angeles; WOW Omaha; KOIN Portland, Ore.; WSYR Syracuse; KVOO Tulsa; KPRC Houston; WHBC Canton, Ohio; WHO Des Moines; WTMJ Milwaukee; WHAM Rochester; WOC Davenport; KGO San Francisco; KIEM Eureka, Calif.; WJOB Hammond, Ind.; WMBD Peoria, Ill.; WPTF Raleigh, N. C.; WSB Atlanta.

Russ Morgan Series

RUSS MORGAN Productions, under direction of Charles Crosson and Co., Houston advertising agency, last Wednesday announced release of first series of the new transcribed *Russ Morgan Show*. The package stars the band leader as m. c. and includes informal patter about his life and musical experiences. Russ Morgan Productions has offices in Hollywood and Houston. All scripting, recordings and promotion are handled by the Crosson radio department.

FIRE AT WVCH

Station Saves Transmitter

WVCH Chester, Pa., saved most of its broadcasting equipment when a $150,000 fire June 13 enveloped the country estate on which its transmitter is located. The station was back on the air seven hours after the blaze, which had threatened the transmitter building, was extinguished.

Buildings adjoining the transmitter structure were destroyed, but quick thinking by Bill Maldonado, WVCH engineer, and a score of firemen enabled the station to save its equipment, WVCH reported. A wall of the structure was knocked out and the equipment jerked loose and dragged more than 100 feet to a spot safe from the fire. Firemen then kept streams of water on the building.

After the blaze had been brought under control the broadcast equipment was dragged back into place and engineers started making new connections.

The fire was doubly threatening, WVCH said, because it was necessary to stretch 1,500 feet of hose to the Chester River to get water to fight it. All phone and power lines on the farm were burned out quickly, and additional help was summoned by the state police via shortwave.

NBC PLANS

Revealed for UN Week

PLANS for NBC's part in the fourth annual United Nations Week, in which the network is cooperating with the American Assn. for the United Nations and the National Education Assn., were revealed June 9 by Sterling Fisher, manager of the NBC public affairs and education department.

All of NBC's religious and forum programs during the week, Oct. 17-24, will be devoted to UN topics, Mr. Fisher said. He added that sponsors of the network's commercial programs will be asked to work references to UN into those broadcasts as well. Building up to the special week, Mr. Fisher reported, NBC will broadcast a series of eight documentary programs dealing with the various aspects of UN. Another NBC series of UN programs, he said, will be designed for listening by assemblies of school children in the country's schools. Many TV as well as sound broadcasts will be devoted to UN by NBC.

Mr. Fisher discussed NBC's part in celebrating UN Week, in which some 100 national organizations are expected to participate, at a luncheon meeting sponsored by the AAUN in New York. Clark M. Eichelberger, director of the association, described the overall project, to start with the opening of the UN Assembly Sept. 20 in New York and conclude on UN Day, Oct. 24. This year's theme he said, is "The UN Works for You," with the aim of informing the American public how UN's activities and achievements affect their daily lives.

At Deadline...

YANKEE ASKS REHEARING

YANKEE NETWORK Inc. Friday petitioned FCC for rehearing of its order denying request of network to dispose of WAAB Worcester, Mass., and WMTW Portland, Me., through lease arrangement with Radio Enterprises Inc. [BROADCASTING, May 30]. Latter would acquire facilities for minimum of $325,000 for five years. Yankee told Commission in its petition that FCC erred in not observing agreement than Yankee "shall have no right whatsoever of control or supervision over conduct of the business" of Radio Enterprises. Petition also hit delay in issuing decision.

TWO TV APPLICATIONS

TWO NEW TV station applications filed with FCC Friday by Charles S. Cornell, Beverly Hills, Calif., for Knoxville and Chattanooga. Tenn. Radio artist, conductor-composer, Mr. Cornell seeks Channel 8 (180-186 mc) in Knoxville and Channel 10 (192-198 mc) in Chattanooga. Powers of both stations would be 30 kw visual, 15 kw aural. Studios would be leased. Estimated cost of each about $160,000, first year operating cost $75,000. Revenue not estimated.

OHIO APPEAL DENIED

APPEAL of Sky Way Broadcasting Corp. in Lima-Columbus, Ohio, 1150 kc case denied Friday by U. S. Court of Appeals for District of Columbia. Court said, "We find no error in the record. The order of the FCC is therefore affirmed." FCC had favored new station grant on 1150 kc with 1 kw fulltime at Lima to Northwestern Ohio Broadcasting Corp. over bid of Sky Way for facility in Columbus. In notice of appeal last fall Sky Way said it had been deprived of full benefits of oral argument and hence denied fair hearing [BROADCASTING, Nov. 15, 1948, March 21].

1,300 ATTEND AS KWK TAKES OVER NEW SITE

RIVAL station managers and 1,300 business men and agency executives on hand as KWK St. Louis took over new Globe-Democrat Tower Bldg. Thursday night. Speakers: A. N. Hult, MBS vice president in charge of midwest operations; Robert T. Convey, KWK president; Joseph M. Darst, St. Louis mayor, and George Smith, St. Louis Chamber of Commerce president.

Globe-Democrat, St. Louis morning newspaper, operated KWGD-FM in Tower Bldg. Dec. 19, 1948, to March 29. Operation ended when newspaper bought interest in KWK.

LEVER-HOPE ARBITRATION

ARBITRATION proceeding will settle contract problems between Lever Bros. and Bob Hope following refusal of sponsor to permit tape recording of last few shows this season [CLOSED CIRCUIT, June 6]. Quality of tape not vital factor. Willingness of Lever Bros. to arbitrate is interpreted as intent by soapmaker to continue Hope contract. Current pact does not cover television but this issue is expected to come up when arbitration is concluded.

S. F. ORDINANCE REVISED

FEE of $2.50, advance permit (with 17-day delay) and later inspection requirements eliminated from San Francisco city ordinance covering TV antenna installations. Remaining in ordinance are rules governing antenna and lead-in installations.

TBA ASKS PARTIAL LIFTING OF TV FREEZE

TELEVISION Broadcasters Assn. is asking FCC for partial lifting of "freeze" on new TV station applications now pending. Letter written by J. R. Poppele, WOR New York, TBA president, and made public today, points out that "a study of the present allocation chart reveals at least 11 market areas, comprising 22 channels, sufficiently separated co-channelwise to permit immediate action on applications pending in those areas."

Areas are: Amarillo, Tex. (5 channels); Denver (1); El Paso (2); Sacramento, Calif. (3); Salt Lake City (1); Corpus Christi, Tex. (3); San Diego (2); San Francisco (1); Seattle (1); Stockton, Calif. (2); Tacoma (1).

Lifting of freeze in these markets, Mr. Poppele explained, would pave way for additional stations to take air far sooner than if applications were continued "frozen" until FCC proceedings and subsequent action late this year. It would aid nation's economy by stepping up production of TV transmitters and manufacture and distribution of TV sets; avoid jamming of orders for transmitters and sets when overall freeze finally ends.

SEES GREAT TV IMPACT ON MARKETING METHODS

TELEVISION will have greater impact on American marketing methods than anything that has preceded it, Fred Fiddler, J. Walter Thompson Co. vice president and Pacific Coast manager, told Northern California chapter, American Marketing Assn.

TV, said Mr. Fiddler, is active and dynamic in midst of general attitude of "uncertainty and inaction and pessimism. I maintain," he added, "that television today is an advertising and marketing adult while still an entertainment child and mimic."

Despite its entertainment and marketing potency, television is not going to be dangerous competitor of radio, movies, sports, night clubs and other forms of entertainment, Mr. Fiddler believes.

FC&B LATIN APPOINTMENTS

TWO new Latin American appointments were made last week by Foote, Cone & Belding International: Bessie Balbraith de Reyes, formerly advertising director of H. Steele & Co., Mexico City, was named regional director for Mexico; Luis de Llano, formerly with NBC International and radio director of Grant agency in Mexico City, appointed radio, movie and television director for Latin America.

DETROIT DEBACLE

FREEZE-OUT of radio-television coverage of LaMotta-Cerdan middleweight championship fight at Detroit backfired Thursday night and resulted in financial headache as well as bad press (see early story page 38). Report of gate receipts Friday morning showed gross of only $159,762 from crowd of 22,183. Minimum $350,000 was reported needed to break even. LaMotta got $17,000, Cerdan about $51,000. Bad weather also was factor.

Closed Circuit

(Continued from page 4)

gineers going on in seven cities on wages and "local matters" reported making little progress. Parleys in Boston, Chicago, Minneapolis, St. Louis, San Francisco and Hollywood marking time pending developments in New York. IBEW has not changed original demand amounting to as high as $35 weekly increase in some categories. CBS standing pat.

GENERAL MILLS taking five one-minute daytime spots in 12 Cake Mix and 13 Cheerio markets to bolster "inadequate coverage," according to Lowry G. Crites, advertising manager.

UNLESS NAB board does something about reorganization or realignment at meeting scheduled in New Hampshire July 11-13, additional resignations are in offing. One 50,000-watter already has conditionally resigned and WBAL Baltimore has resigned as of June 1.

HOT DISPUTE among corridor kibitzers last week over legal technicality in FCC horse-race program hearing on WTUX Wilmington, Del. (See story page 23). Question is whether Commission can grant immunity to witnesses ordered to testify over their objection to possible self-incrimination. Two witnesses in WTUX hearing, promised immunity from federal prosecution under Communications Act, wondered if they would be immune from state action.

UNLESS nomination of Comr. E. M. Webster is confirmed by Senate before his term expires June 30, FCC will have to rock along with only six members (four actually in Washington) until Senate acts or goes home. He cannot serve after expiration of term while Senate is in session; if Senate adjourns without confirming, President Truman could then name him—or anyone else—to recess appointment, subject to confirmation when Congress reconvenes. Hearing this month is still expected, though Senate Interstate Commerce Committee passed up chance to question him last week when he appeared before it to testify for FCC on railroad radio matters.

SUPREME COURT's Standard Oil Co. decision is getting close scrutiny among radio lawyers for possible parallel bearing on radio, particularly FCC's network regulations. Decision, issued last week on 5-4 vote, struck down exclusive-sales contracts on grounds they lessen competition. FCC authorities note that network regulations have approval of SCOTUS itself, but say they always look carefully into any Supreme Court opinion which casts doubt on principles involved in their own operations.

IT'S UNLIKELY now that FCC Chairman Wayne Coy, who has been in Europe since mid-May as chairman of American delegation to International Telephone and Telegraph Conference, will return prior to conclusion of sessions in Paris and in London until late July or early August. It had been thought he would make quick trip home this month but he's advised associates that pressure of conference activity will preclude that.

SAMUEL R. ROSENBAUM, impartial trustee of AFM free music and employment fund, may become permanent trustee in event Taft-Hartley Law is repealed. Trust agreement provides if T-H law changes, AFM shall appoint trustee. President James C. Petrillo of AFM said at union's San Francisco convention, that he liked "good old Sam Rosenbaum" for job. Mr. Rosenbaum, Philadelphia lawyer, is former president of WFIL Philadelphia and, as an Army colonel commanded Radio Luxembourg during World War II.

KMBC KFRM

HEART BEATS

Special Trade Paper Edition

from the Heart of America

Kansas City, Early Summer, 1949

KFRM Again First In 1949 Survey

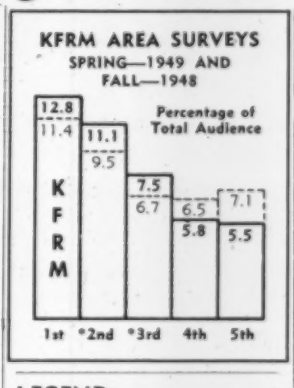
KMBC AGAIN FIRST CHOICE OF KANSAS CITY LISTENERS

Proof that KMBC continues to be the most listened-to station in Greater Kansas City is contained in the latest Kansas City survey released by Conlan & Associates.

This general coincidental telephone survey was conducted in March to April, 1949, under the joint sponsorship of KC radio stations including KMBC. Over 70,000 basic calls were made during the one week survey period between the hours of 7:00 a.m. and 11:00 p.m.

Although KMBC rated first mornings, afternoons and evenings, most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34%. KMBC led its competition in this survey by an even greater margin than in a similar survey in November, 1948.

This new survey and other surveys giving detailed information on listening habits throughout the Kansas City Trade Area — western Missouri, all of Kansas, and portions of adjacent states — are available to advertisers and agencies for their examination and study. Simply call any KMBC or KFRM man, or any Free & Peters "Colonel".



LEGEND:

The larger figures and solid lines indicate the March, 1949 Survey, and the small figures and dotted lines denote the Fall, 1948 standing. The asterisks denote Wichita stations. 79 Kansas counties, 5 Oklahoma counties and 4 Nebraska counties were included in the March, 1949 Survey. 73 Kansas, 5 Oklahoma, and 4 Nebraska counties were included in the Fall, 1948 Survey.

A total of 62,368 basic calls were made and 14,423 listening homes surveyed in this new study.

The Kansas, Oklahoma and Nebraska counties are dramatically pictured on the map below. All counties are within KFRM's 0.5 mv/m contour.

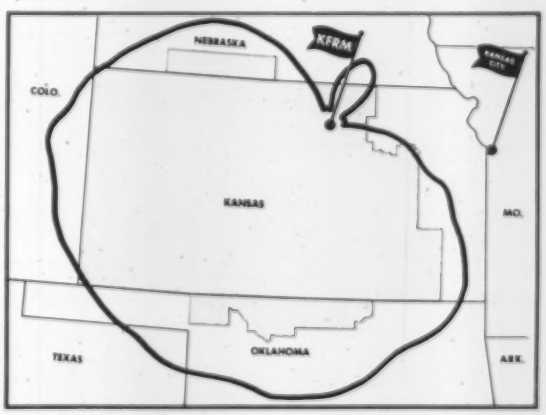
Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and northeastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,038,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods —first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!